

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXXIII, No. 2

NEW YORK, APRIL 12, 1923

10c A COPY



Talking the nigh horse.

AND all the while David Harum talked about the nigh horse—her blood, soundness, manners, courage, style and speed.

"Yes," said his prospect, "I can see that. But what's the matter with the off horse?"

"Northing," drawled Harum. "That hoss talks for hisself!"

Harum sold horses. We are selling trunks made by The Belber Trunk & Bag Co., Philadelphia, Pa. But the principle of salesmanship is the same, for in Belber advertising we talk the new Safe-Lock and leave the trunk to talk for itself. Yet the Safe-Lock is so unusual, so full of added convenience for the user, that it sells the trunk! A glance at the other refinements of the trunk and its sturdy construction is enough to convince that here is a friend for a lifetime.

But successful advertising must discriminate in its appeal. It must know which horse to bear down on, which can talk for itself. Perhaps you, too, have a nigh horse, whose intelligent advertising would mean the selling of your pair!

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO



Sales Saturation

Is your city market rapidly approaching the sales saturation point? Are substitution, the chain store, the big department store, price-cutting and intense competition causing you to lose city sales?

Are you not getting less sales now than five years ago per advertising dollar spent in city markets?

Are you not finding it more difficult in the city market to *increase* your sales?

Many advertisers are carefully studying these problems.

Some of them are surprised to find that sales results are not what they expected.

In many lines of industry the rural market is a virgin field awaiting the pioneer and ready to deliver to him the pioneer's profits.

The handicaps in making city sales do not exist to-day in the towns controlling the rural sales to forty million people. How long will it be before you make a careful study of this market giving it the attention it deserves and plan an advertising campaign commensurate with the possibilities which it offers?

When may we discuss this matter with you—and without obligation?

The Standard Farm Papers

are read by well-to-do business men—farmers—and their entire families, where the quality idea prevails.

Prairie Farmer, Chicago
Established 1841

The Breeder's Gazette
Established 1881

Hoard's Dairyman
Established 1876

Progressive Farmer
Established 1886
Birmingham, Raleigh,
Memphis, Dallas

The Wisconsin Agriculturist
Established 1877

Western Representatives:

STANDARD FARM PAPERS, INC.
Wallace C. Richardson, Mgr.
1160 Transportation Bldg.
Chicago

All Standard Farm Papers are members of the Audit Bureau of Circulations

The Farmer, St. Paul
Established 1882

The American Agriculturist
Established 1843

The Farmer's Wife
Established 1900

The Nebraska Farmer
Established 1859

Wallaces' Farmer
Established 1895

Pacific Rural Press
Established 1870

Eastern Representatives:

WALLACE C. RICHARDSON, INC.
95 Madison Ave.
New York City

Issued
Public
June 2

Vol.

W

Tw

SOM

has

ing

of

tract

irical

of

the

asked

his

"F

That

and

tell

ever

with

to

says

wirin

week

did

What

lar

when

you

here

or

front

Show

T.

ment

Lamp

said

"W

ing

road

minu

road

not

my

matio

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

Vol. CXXIII

NEW YORK, APRIL 12, 1923

No. 2

Where to Look for New Talking Points for Your Merchandise

Twenty-one Ways for the Advertising Executive to Uncover New Advertisable Ideas about His Product

By Roland Cole



SOME time ago I was talking with John Allen Corcoran, who has been so successful in working out new and better methods of merchandising for the contractor and retail dealer in electrical devices and who is in charge of dealer development work for the General Electric Company. I asked Mr. Corcoran where he got his ideas and he replied:

"From everybody I talk with. That's all I do—talk to people and make them talk to me and tell me everything that they have ever thought of in connection with selling electrical appliances to the public. The minute a dealer says to me, 'I sold Mrs. Smith a wiring job for her house last week,' I stop him and ask, 'How did you do it? What did you say? What did she say? What particular thing turned the sale? Just where did you talk to her—did you talk to her in her home or here in the store? What samples or equipment did you have in front of her when she bought? Show me just how you did it.'"

T. J. McManis, manager, department of publicity of the Edison Lamp Works, Harrison, N. J., said:

"Where do I look for new talking points for lamps? Out on the road. I spend every available minute of my time out on the road visiting our dealers. It is not the stuff that comes across my desk that gives me the information I want. Only a very few

dealers have the ability to put their thoughts in writing, and only one in a thousand will tell you in a letter what is really on his mind. I want to talk to them face to face. I want to meet them in their own places of business. I want to look at the advertising of Edison lamps through their eyes and have them show me where it can be improved from their point of view. I spend just as little time at my desk as I can. I get most of my new ideas from our dealers."

W. P. Werheim, advertising manager of Pratt & Lambert—Inc., varnish makers, of Buffalo, in reply to the question as to where he obtained ideas for new talking points, said:

"Our talking points haven't changed very much in the last fifteen years except that we have purposely got away from the argumentative or reason-why style of copy. I realize that the time-honored method of getting copy material is through the salesmen, retailers, consumers and the factory. But after you have exhausted all of these arguments on a staple commodity like varnish you have to look elsewhere. So it seems to me that the place to get new copy points on a highly competitive staple like ours is right out of your own head. A little quiet thinking will frequently develop a lot of new angles and new ideas that are often overlooked in the frantic search for something

new or some sudden inspiration."

In considering the views of a number of sales and advertising managers on this subject, to be presented in this article, the reader will note some difference of opinion among them, due in large measure to the nature of the product and an established policy in the matter of copy. In the case of the Eastman Kodak Company, for example, the company says that it "makes no particular effort to suggest new uses for the Kodak, such as its application specifically to industries of different kinds. Our advertising copy is designed to create and continue the use of the Kodak in the everyday life of the average person. Therefore, our problem is not so much to find new talking points as to find new settings for the oft-repeated story. The players are different but the play is the same."

Again, there is the well-known case of Campbell Soups in the advertising of which only four talking points are used; namely, the high quality of the ingredients, the fact that soup is good for the body and the stomach, the convenience of having soup all ready prepared, and the economy of time for the housekeeper. "On these four things or points," says the company, "hangs the whole story of Campbell's Soups. We repeat them time and again from one angle or another."

The two instances referred to, namely Kodak and Campbell, represent two pronounced advertising successes. It is fairly safe to assume that they are what they are because of the advertising policy behind them. Consequently, their testimony is highly interesting to the manufacturer of a single product, though it may not be particularly helpful to the advertiser of a diversified line.

ADVICE TO ADVERTISERS FROM THE FIELD OF ACTION

As a bit of extremely valuable testimony from a different field, Charles J. Finger, in his little book, "Hints on Writing Short Stories," (Haldeman-Julius Com-

pany, Girard, Kan.,) says something that every salesman, advertising man and copy writer ought to commit to memory. He suggests that the writer of fiction carry a note-book and put into it for future use the things he overhears when he is out among people. Among the gems of expression he picked up at different times, uttered without premeditation by children, shop girls and laborers are the following:

"I did not hear the reply, because of the faint rustle of my own movements," spoken by a shop girl to her companion on a street car. "As the sun sank, a patch of trees on the point stood out against the light and it seemed that they had come by magic," by an old sailor. "He had the gift of friendship," a Texas freighter said of another man. "She was so proud, that she became white and tight lipped," said a child of seven-years to a playmate. "Although there was a talkative crowd there, I ate silently, revolving plans," said a business man. "Why, I love it—turning up the sod, seeing the different things coming up all the time, the smell of the earth, hearing the purr of the plough, and the little grunts of the horses—it's fun," said a country lad who was plowing.

"If you will examine the examples given," writes Mr. Finger, "you will see that each speaker had something to express and expressed it directly. There was no stuffing, no padding."

NEW ADAPTATIONS NEEDED FOR THE "BIG IDEA"

The advertising man or sales manager who spends his time at his desk is dependent to some extent upon the material that reaches his desk. He may make the best possible use of that material—he is none the less limited to what reaches him. He may have discovered long ago the one big idea that sells the goods; the one big idea will need constant adaptation, if it is to continue to be the big idea.

"I have found," said S. E. Cony-



New Advertising Rates

OF

CHRISTIAN HERALD

(Effective May 1st, 1923)

AGATE LINE RATE.....	\$ 1.50
FULL PAGE	\$950
HALF PAGE	510
QUARTER PAGE	255

BACK COVER

FOUR COLORS	\$1800
THREE COLORS	1600
TWO COLORS	1400

INSIDE COLOR PAGES

FOUR COLORS	\$1700
THREE COLORS.....	1500
TWO COLORS	1300

(Financial Advertising Rates on Request)

AVERAGE NET PAID CIRCULATION

January	} 1923.....	186,892
February		
March		

beare, advertising manager of the Linoleum Division of the Armstrong Cork Company, Lancaster, Pa., "that new selling points rarely come out of the blue. Our best ideas are borne in upon us by our daily contact with (1) the users of our product; (2) those persons who do not believe in what we are trying to promote and who thereby suggest by their questions and attitude the points that need to be covered and (3) the retailer or his clerk, who in the last analysis, is our salesman.

"Most of our talking points for the use of linoleum as a floor instead of a floor-covering have come to us through our own practical experience of living on linoleum floors. An advertising man may sit at his desk and theorize all he wishes about what fine floors linoleum makes, but the proof of the pudding is for him to live in a house that has linoleum floors from the front door to the garret.

"Then and then only will he find out what a housekeeper thinks about them in her daily job of keeping them spick and span. Her expressions of satisfaction or dissatisfaction, or perhaps the expressions of the colored lady who takes care of these linoleum floors, lead to many selling ideas.

"Here at Lancaster we have a plan that is helpful. The salesmen who pass through our factory training course and have been assigned to particular territories, are brought back to the factory for one week a year. During this week they are given a short course of additional training, the purpose of which is two-fold, first to familiarize them with new developments and revive their knowledge of the spirit and enthusiasm which pervades our manufacturing organization; and second to obtain from the salesman the benefit of his year of selling experience in the field, which means getting the salesman to tell us how he believes we ought to improve our product and our selling methods and what particular selling points seem to be most effective in putting over our various ideas to retailers."

Asked to say what method is

used to get salesmen to pass ideas on to the advertising department when the men are in the field, Mr. Conybeare said further:

"All our salesmen spend at least two weeks in the advertising department before they go out into the field. They are actually assigned to various tasks in the department and they study every phase of our work in detail.

"In our talks with them we impress upon them the fact that they are to be the men on the firing line and that naturally we in the advertising department must depend upon them for reports as to varying conditions on the business battlefield. They see with their own eyes how we make use of the information that comes in from our salesmen. Ninety per cent of them realize that their ideas, whether good, bad or indifferent, will get a very cordial reception. Consequently, they are quick to send us any new ideas they discover in their daily work.

"Fortunately for our salesmen, our prices are announced at the beginning of the season and the salesmen do not have to spend their time talking prices. They talk merchandising with the merchant and are thereby able to get from him a clear idea of what points need to be emphasized in our advertising and sales promotion work."

RECORDS OF PERFORMANCE

One method that proved to be a productive source of new talking points for the Greenfield Tap and Die Corporation, of Greenfield, Mass., said Galen Snow, advertising manager, is records of more or less extraordinary performances of G-T-D goods in actual use. Mr. Snow explained:

"We get leads from incoming correspondence, where some reference is made to the use of our goods by a customer. These leads we follow up to get the full story. Those of our salesmen who call on retail dealers frequently come across leads of this kind and are encouraged to report them to us at the home office and we disseminate them to the whole sales force.

(Continued on page 177)

s ideas
rtment
ld, Mr.
at least
ng de-
at into
ly as-
he de-
every
l.
ve im-
t that
on the
ly we
t must
rts as
busi-
with
ke use
nes in
y per
their
indif-
ordial
y are
ideas
work.
smen,
at the
d the
pend
They
mer-
o get
what
ed in
omo-

o be
talk-
Tap
reen-
ad-
s of
per-
s in
ned:
ning
refer-
our
eads
tory.
ll on
ome
are
o us
emi-
orce.



"Ladies and Gentlemen, watch the human sponge do his stuff"

"Pass it up, old Mr. Jealous. You'd use a funnel if your mother would let you. Please observe! Nothing in the hand, nothing in the head. Watch closely while I turn this bottle into a boy!"

There seems to be no limit to the amount of soft drinks a boy can consume. He's *always* ready to drink. That is why advertisements placed before him in an attractive, appealing, refreshing manner are certain to get results.

THE AMERICAN BOY "The Biggest, Brightest, Best Magazine for Boys in All the World"

will get your message across to a half million soft drink consumers of illimitable capacity, averaging in age between 15½ and 16 years. Win their approval of your drink and they'll walk blocks to get it and also hound mother to keep it in the house.

If you would have the cream of the summer soft drink business, now is the time to go after it. Copy for the June issue should reach us by April 15th.

THE SPRAGUE PUBLISHING CO., Detroit, Michigan
(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York

1418 Lytton Building, Chicago





© MacMillan

"—it takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast as that!"

—Through the Looking Glass.

Keeping up the pace—

DEDUCTIONS from the report of the Joint Commission of Agricultural Inquiry show that 49.11 cents of the consumer's dollar goes for selling and distribution. Cost reductions are still being made in the manufacturing end, but the great opportunity for further economy lies in increased efficiency in sales methods.

A sales manager who requires "order-takers" rather than salesmen of genuine ability, may find it good policy to use two men instead of one at double the price.

But an advertisement is an expensive "order-taker." Unless an advertisement brings otherwise indifferent prospects to a point of positive conviction, it has not fulfilled its proper function as a selling force.

The only economy that is possible is to make each one do more selling. There are instances where a change in method has increased the efficiency of advertising space several hundred per cent.

But doesn't advertising that worked twenty years ago work today? Only under a terrific handicap. Steam coal can hardly be a total waste no matter how leaky the boiler. And yet it pays to tighten up.

To keep up the pace forced by keener and keener sales competition, calls for the best in advertising that can be secured. As the Queen says to Alice, "—it takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast as that!"

J. Walter Thompson Company, New York, Chicago, Boston, Cincinnati, Cleveland, London.

An Eighty-Year-Old Manufacturing Company Adopts Advertising

Poole Engineering & Machine Company Goes to the Consumer with Washing Machine Advertising

By Roy Dickinson

SINCE the first of this year many old concerns have used advertising for the first time in a comprehensive way. One of the latest recruits to the ranks of advertisers is also one of the oldest and best known establishments in its field. When the Poole Engineering & Machine Co., or "Poole's," as it is familiarly known, started to turn out products back in 1843, modern advertising as we know it today didn't exist. In its early days Poole's became known for cotton and oil mill machinery, water wheels, steam engines and turbine drives. The firm was known for its careful workmanship. As times changed it designed and built all sorts of specialized products, such as the cable drive system for the operation of the old underground cable street cars. The company was one of the first manufacturers of cannon in America. The name "gun metal" is said to have originated with this concern, it being a name given to a special iron used in the manufacture of coast defense mortars soon after the Civil War. Some of these guns, by the way, are still used for target practice after fifty years of service.

During the late war the company made approximately 12,000,000 shells, at one time averaging over 40,000 a day. In addition 800 anti-air craft guns were built for the Navy, more than 150 four-inch guns and all of the "one pounders" or 37 millimeter guns used by the United States.

After the long experience the firm had in building specialized equipment on request of others, it was natural that after the war it continued to make products for other people. Among other products made up on order, were washing machines, constructed for other manufacturers.

The long experience gained in making instruments of precision for the Government and washing machines for other makers led the company finally to bring out a washing machine of its own, priced at \$81.50. And though it had taken the company almost eighty years to go to the public with a trade-marked product of its own, it took very little time for it to decide to get as close to the public as possible. The first advertisement appeared in full-page newspaper space in Baltimore on April 1, announcing the opening of a service store and direct sale from the factory to the consumer.

The company's background and experience was capitalized in the copy as follows:

"The Poole Engineering & Machine Company is one of the oldest manufacturing concerns in this country. For eighty years it has preserved an enviable reputation for the designing and building of fine machines of many kinds. About three years ago it began the building of fine washing machines. The thousands of Poole made washers already in active use in various parts of the country are all testimonials to the product's success."

The initial advertising and the opening of its first store is the first step in opening up a large chain of cities with sales and advertising work on the Poole washer. The new store and the intention of the company to get close personal contact with the public is thus outlined in the first piece of copy: "To make it easy for you to see exactly what you are buying and to examine the Poole washer thoroughly, we have opened a convenient sales and show room right in the shopping district. Here you can see the Poole washer demonstrated, oper-

The Back Bone of practically every successful advertising campaign in Iowa is The Des Moines Register and Tribune.

**135,788 Daily; 127,922 Sunday
February Net Paid Average.
Blankets Des Moines and Reaches
1,000 Iowa Cities and Towns.**

The Scott Paper Co. writes: "The merchandising work and co-operation of The Des Moines Register and Tribune stands out conspicuously among the newspapers on our list this year."

ate it yourself, ask any questions you may have. Here orders will be taken for delivery from the factory. Here prompt, cheerful service in adjustments, replacements, repair parts, etc., will be rendered Poole owners. For we

out a leader, and other machine shops consider the plan of doing likewise. A plumber decides to push one item of his stock and becomes a nationally-known producer of bathroom accessories. The new sales policy of the long-established Poole company will be watched with interest by many manufacturers with possibilities for similar action.

Poole Engineering & Machine Co.'s Electric Washer

Direct from Factory

Now
\$81.50

We have selected a new plan for which the owners of the Poole Electric Washer will receive a special machine at an absolutely low price.

Many of our customers have been able to obtain a new machine at a low price. This is due to the fact that we have a large stock of machines on hand, and we are able to sell them at a low price.

Announcing The Poole Store and Postal Personal Service
The Poole Store is a new feature of the Poole Electric Washer. It is a place where you can buy your machine at a low price. It is also a place where you can get your machine delivered to your door.

A Highly Perfected Product
The Poole Electric Washer is a highly perfected product. It is a machine that will wash your clothes in a few minutes. It is a machine that will save you a great deal of time and money. It is a machine that will make your life easier.

Come to And See It
The Poole Electric Washer is a machine that will wash your clothes in a few minutes. It is a machine that will save you a great deal of time and money. It is a machine that will make your life easier.

THE POOLE STORE
201 North Second Street, New York



"Farm and Home" Appointments

J. Lewis Draper, who has been Western manager of *Farm and Home* at Chicago, has been made advertising and sales manager in charge of the sale of advertising and the management of salesmen. Mr. Draper will divide his time between *Farm and Home's* offices at Chicago and at New York.

David R. Osborne continues as advertising promotion manager of *Farm and Home*. He also directs the work of *Farm and Home's* service bureau for national advertisers. A bureau of commercial research, of which Albert W. Fulton is director, is also in Mr. Osborne's division of *Farm and Home's* advertising department.

Charles E. Burns has been made general manager of *Farm and Home* at its headquarters, Springfield, Mass. He has had supervision over the publication for some years, especially since the late William A. Whitney retired from active service some years ago.

R. J. Potts Returns to Agency Field

R. J. Potts, not actively identified with the Potts-Turnbull Company, Chicago advertising agency, since 1917, when he joined the Commonwealth National Bank of that city, has returned to devote his time to the Kansas City office of that agency. Mr. Potts, who was a vice-president of the Commonwealth National Bank, remains a member of the directorate.

Pyrene Account for Sterling-McMillan-Nash

The Pyrene Manufacturing Company, Newark, N. J., has appointed the advertising agency of Sterling-McMillan-Nash, Inc., to direct its account. A campaign is contemplated in general magazines.

THE INITIAL NEWSPAPER ADVERTISEMENT IN THIS EIGHTY-YEAR-OLD COMPANY'S FIRST CAMPAIGN

look on every Poole owner as an actual personal friend."

The above statement indicates again an interesting thing about the first comprehensive use of advertising by an old-established industry. A company that has been far removed from its final consumers, works out a leader like a washing machine, and immediately the company's personality changes. It worked before from a distance. It evolves a leader, advertises it, meets the final buyer face to face and begins to "look on every Poole owner as an actual personal friend." This breaking of an eighty-year advertising silence is the sort of advertising that begets other advertising.

A machine shop making parts for a larger manufacturer works

machine
of doing
cides to
ock and
wn pro-
essories,
he long-
ole com-
watched
y many
with
or sim-

Home"
ents

per, who
rn man-
d Home
en made
ales man-
the sale
and the
alesmen,
l divide
a Farm
s at Chi-
York.
rne con-
ing pro-
of Farm
also di-
f Farm
ice bu-
adver-
of com-
f which
is di-
n Mr.
on of
adver-

ns has
l man-
Home
Spring-
on over
pecially
ey re-
ers ago.

gency

ntified
, Chi-
1917,
h Na-
turned
s City
, who
nmon-
mem-

ling-

pany.
dver-
Nash,
paigh
s.

Textiles

This agency has had unusual experience and better-than-fair success in the marketing of textile products. Probably some such manufacturer—perhaps in the South—is considering right now how advertising will help him in getting better distribution and bigger sales. We would like to hear from him at this time—without obligation, of course.

*Which of these books shall
we send you?*

"How to Judge an Advertising Agency"

*"Points on Merchandising Advertised Products
Through Department Stores"*

*"Merchandising Advertised Products
Through Drug Stores"*

J. H. CROSS CO.

General Advertising Agents

Cross Building, 15th and Locust Sts., Philadelphia

Members:

American Association of Advertising Agencies, Audit Bureau of Circulation,
National Outdoor Advertising Bureau

A longer life for a

PUBLIC OPINION, if it is insistent enough, can organize chemical science so that we may all live longer. Shall we get together and organize it? It was done during the war—but then the purpose was wholesale death, not longer life. The amazing things that could be done by a peacetime mobilization of chemical science are suggested by Dr. Julius Stieglitz, through Charles W. Wood, in this week's Collier's:

"What we call youth, with its super-abundant energy and vitality," said Dr. Stieglitz, "is not a matter merely of years, but, in part at least, of secretions of definite, but still unknown chemical principles which some day may well be furnished from outside of the body.

"We know from experience that things are discovered more quickly when all the available knowledge is properly organized for the task. Just now there is no such organization of our knowledge . . . to inaugurate a general attack upon the forces that kill.

"No one can say whether chemical science will be employed to wage war, or mobilized to secure a longer, more interesting, and more abundant life for all. We can only say that it is available."

The only force that can set us on the road to a fuller, happier life is public opinion—your opinion multiplied by millions. Collier's is edited to influence public thinking by telling people not what to think, but what to think about; not to make up people's minds, but to shake up people's minds.

In more than a million homes, Collier's is read by intelligent, influential men and women who, because they are better informed, have a larger share in forming public opinion than even their great number indicate. They provide the most responsive market an advertiser of good goods can reach.

Collier's

THE NATIONAL WEEKLY

in more than a million homes

The Crowell Publishing Company

381 Fourth Avenue,
New York, N. Y.

ALL THE MARKET NEWS

In the "Final Edition" of THE DAILY NEWS

Every day the "Final Edition" of The Chicago Daily News contains the **CLOSING** and **COMPLETE** market reports—two full pages of accurate news, gossip and information—for the Chicago investor.

Readers have this final and complete report with closing quotations every night in the Chicago Daily News **TWELVE HOURS EARLIER** than they receive the same information in their morning newspapers. It is the **full story** of the financial day, and nothing can be added to it because it is "all there is."

The financial pages of The Daily News are the directory of Chicago investors—those who have means to invest and are guided by news, advertising and editorial information. The immense **MASS** of Daily News readers includes every **CLASS**—from the small investor of growing means to the financier of established fortune.

With its circulation concentrated 94 per cent in Chicago and its suburbs The Daily News reaches and influences practically every financially competent buyer in the Chicago area—the people who respond to advertising appeal.

These readers read the financial news while it is new—when its interest and investment-stimulating power are at the peak—and advertising co-ordinated with this news is bound to be considered while the reader-interest in the market is at its highest pitch. "To-morrow is another day."

Advertisers who strike while the iron is hot—and strike the real sources of business—place their advertising in the financial pages of

THE CHICAGO DAILY NEWS

First in Chicago

Analyzing the High Cost Out of Ocean Travel

How the International Mercantile Marine Is Advertising Foreign Travel to People of Moderate Means

By James True.

UNTIL three or four years ago the vast majority of ocean steamship advertising was about as interesting as a railroad timetable. Travelers, generally, were supposed to have made up their minds as to their itinerary, and the advertisements were inserted merely as sources of information as to sailing dates.

The International Mercantile Marine was one of the first to lift its advertising out of the deadly dull, stereotyped form and make it a creative force, with all of the appeal and suggestiveness of the descriptive word and illustration. For the past three years this company's advertising has been representative of the development, and now, after establishing one of its several services in the consciousness of many people, the company is attracting another class of patrons by a change of advertising policy.

The development of this and other steamship advertising always attracted the attention of advertisers. But until quite recently the average business man objected to anything of the kind that would increase the going abroad of Americans. He was an advocate of "See America First," because he wanted the money spent in travel kept at home. He was convinced that foreign travel was not a good thing for American business, and he objected to any extensive advertising that would induce an increasing number of people to take an occasional trip abroad.

However, this view is passing, for when the facts are examined, it is found that foreign travel actually benefits home industries of many kinds. This fact was proved and the subject interestingly discussed in an article, "Foreign Travel Advertising Creates Sales

Opportunities for American Advertisers," in *PRINTERS' INK* of December 28, 1922. Therefore, the present campaign of the International Mercantile Marine should interest all advertisers, for it is offering opportunities for foreign travel and selling steamship service to a class of people who were not considered, until recently, as profitable prospects for steamship advertising. Furthermore, the campaign is valuable for the suggestions it offers, since it is selling a thing difficult to sell, and is the result of a very simple analysis of the company's previous advertising.

A BIT OF BACKGROUND

Last year this company, which combines six steamship lines, featured the service of individual ships in its advertising. It attempted to attract rather than to create business, assuming that European travel would naturally increase with the enlarged and improved service offered. Prices were not mentioned in the advertising, which sought to influence, as a rule, the established trade of the best classes.

An advertisement which appeared in a large list of newspapers and general magazines was headed, "In One Great Service," and is rather typical of the most important part of the entire campaign for the year. It mentions the regularity of the service, stresses the splendor of the ships, and offers to send detailed information and booklets on request; but it seems to strike the note that is the motive for the campaign in its first statement:

"Even if operated alone in the White Star Line's service to Cherbourg and Southampton, the new 56,000-ton *Majestic*, largest ship in the world, would bring

to it a commanding distinction. But when this service includes, besides the world's largest ship, the new 34,000-ton *Homeric*, whose luxurious innovations were acclaimed on her first visit to New York this spring, and the far-famed and magnificent *Olympic*, it becomes inevitably the chosen goal of luxurious trans-Atlantic travel."

Another of the advertisements features "A Week-end in Europe," and explains that a sixteen-day round trip will allow four full

ever published by a steamship company, had produced unusual and profitable results. "More than 210,000 passengers last year crossed the Atlantic," the company reports, "on the ships of the White Star, Red Star, American, Leyland, Atlantic Transport and White Star-Dominion Lines. These lines carried approximately one-third of all first class passengers to Europe from the port of New York."

From these statements it would seem that the advertising policy was successful enough to continue indefinitely. But besides the great liners mentioned the company operates a fleet of fourteen cabin ships, smaller steamers, a little slower, but no less comfortable, and the results of the advertising indicated that they could be profitably featured. One way, first class passage on the ships of the *Olympic* class costs from about \$275 to more than \$1,000. Fares on the cabin ships are priced upward from \$115.

Last year, the company advertised only the best that it had to offer. Of course, the cabin ships caught some of the reflected influence of the advertising, and the fleet did a satisfactory business. Many people went to the company's offices and sent for the descriptive literature, and found that the cost of the trip to Europe, as advertised, was more than they could afford or cared to pay. To these, of course, the cabin ship service was explained, and many of them were induced to take the trip on the smaller boats.

GAINING IMMEDIATE PROSPECTS

An analysis of the advertising results for the year, so far as they would be determined, and a careful study of the inquiries and correspondence regarding passage, together with the passenger lists, showed that the travel of people of moderate means had increased. Furthermore, the inquiries showed that the interest of this class had increased tremendously, and that people who were possible future prospects for the passage on the great liners could be made prospects for the cabin boats.



The beauty of
REASURANCE

To Europe \$120

on Delightful Cabin Steamers

Our fleet of 14 cabin steamers has lowered the cost of comfortable travel to Europe. On board, you obtain even the most comfortable rooms at rates surprisingly moderate. Some accommodations as low as \$120.

Regardless of how much or how little you spend for passage money, you obtain the best food and service the ship provides, the use of spacious decks, attractive public rooms—all the pleasures of a sea voyage under most favorable circumstances.

Included in our cabin fleet are some of the finest ships in the North Atlantic.

The atmosphere is ideal for the college man. Statesman and student meet, professional people and home folks—a truly cosmopolitan assemblage of travellers. Delightful, pleasure-filled days will be among the most treasured memories of your trip.

Write us today for our booklet—"Your Trip to Europe"—and detailed information.

WHITE STAR LINE
AMERICAN LINE LTD. & RED STAR LINE
INTERNATIONAL MARITIME COMPANY

No. 1 Broadway, New York, or any authorized local agent.

A PRICE APPEAL THAT IS MADE TO COLLEGE STUDENTS IN COLLEGE PUBLICATIONS

days on the continent. In its heading it appears to depart from the general rule; but it soon repeats the feature of the other texts by stating that the trip "is possible on the world's largest ship, *Majestic*, and her magnificent running mate, *Olympic*."

At the end of the year, it was found that this advertising campaign, probably the most extensive

ship com-
mual and
re than
t year
ne com-
s of the
merican,
ort and
s. These
ly one-
ssengers
of New

t would
policy
continue
ne great
company
n cabin
a little
ortable,
ertising
e prof-
y, first
of the
about
ares on
upward

adver-
had to
n ships
ed in-
and the
business.
com-
he de-
d that
ope, as
n they
y. To
n ship
many
ke the

ECTS
rtising
ar as
and a
s and
ssage,
lists,
ple of
eased.
owed
s had
that
uture
n the
pro-
s-

College and school teachers, professional people, business men and women, students, answered the advertisements in surprising numbers. In arousing their interest the advertising uncovered a great potential field for development.

This class, as a rule, does not like the idea of traveling second class to Europe, although the advertised liners usually carried a large number of second and third class passengers. It is distasteful

classes which, the advertising results indicated, were made up of the best prospects for the more economical travel.

Hence, a great deal of the advertising of this year features the cabin boats. The luxuriousness of the fast liners is not neglected, and a great deal of space follows last year's policy; but the company is reaching out into the wider field, and the advertising of the cabin boats is selling economical ocean travel, rather than the service of individual ships.

In the magazines and newspapers the minimum prices of transportation are mentioned and the economy of the trips is frequently stressed. "Get the Facts About Travel Costs," one advertisement is headed, and it goes on to state that, "On these cabin ships you obtain the best accommodations at extremely moderate rates."

Another series of advertisements is designed to run in a list of college papers, appealing to both students and faculties. "How do you know you can't afford to go to Europe?" the heading of one asks, and another features the price with, "To Europe—\$115—on Delightful Cabin Steamers."

"How will you spend your vacation?" another heading of the series demands suggestively, with these questions following, "Fritter it away at a summer resort with unexpected incidental expenses piling up? Or go to Europe on a basis of actual economy—perhaps for less than the summer resort outlay—and have something real and worthwhile to remember?" This advertisement also announces, "Accommodations as low as \$115. You have the best the ship affords in food and service—full run of spacious decks, attractive rooms, all the pleasures of a summer sea voyage—itsself the best of vacations."

Since the first of the year, this advertising has been published in the various mediums, besides the college magazines, that reach teachers and other professional people of moderate means. The appeal of the campaign is to those



**Travel Comforts,
at Moderate Rates**

Led by the world's largest ship *Majestic*, the internationally famous *Olympic* and the superb *Homerick*, the ships of the White Star, Red Star and American Lines provide travel accommodations to fit any purse.

Many discriminating travellers—men and women who visit Europe to round out their education—know that our ships provide pleasant associations and satisfying comforts at rates surprisingly moderate.

Excellent accommodations available for all sailings.

Wherever your destination, and whatever the size of your vacation budget, come to our agents for advice.

Early Sailing Dates to Southampton and Cherbourg		
MAJESTIC	OLYMPIC	HOMERICK
July 6, Aug. 19, Aug. 26	July 15, Aug. 12, Aug. 2	July 1, Aug. 15, Aug. 19

Weekly sailings from New York to Queenstown, Liverpool, Plymouth, and Harwich. Regular schedules from Paris, London, Bremen and Marseilles to Liverpool and from New York to Hamburg and the Mediterranean.

WHITE STAR LINE
AMERICAN LINE & RED STAR LINE
INTERNATIONAL MERCHANT MARINE COMPANY

No. 1 Broadway, New York

NEWSPAPER COPY THAT TELLS OF ECONOMY
AND YET BRINGS TO BEAR THE PRESTIGE
OF GREAT LINERS

to the average American to accept anything but the best in the way of travel accommodations, until he has been to Europe and learned that the slight sacrifice of accommodations is more than justified by the saving in expense.

While the cabin boats are smaller and a little slower, their first class accommodations compare favorably with those of the largest liners. Therefore, the company decided, the cabin boat first class service would be an ideal proposition to advertise to those

who, because of their love of reading and their desire for knowledge, have always wanted to see "the other side of the pond." And the problem of the plan has been to reach such people in the largest possible number.

Results, so far, show the heaviest advance bookings for cabin ships ever recorded by the company. There are no indications to show that the business of the large, fast liners has suffered to the slightest extent because of the featuring of the economy of travel on the cabin boats. The travel of luxury is on the increase and bookings on the *Olympic*, *Majestic* and *Homer* are well ahead of the number of the same day last year.

Undoubtedly, the advertising is increasing ocean travel to a considerable degree. It is reaching a large class of people who have wanted to travel abroad and is reversing their conviction that they could not afford the trip. And it is effective because it is based on an analysis that went below surface results and uncovered a demand that never had been extensively cultivated.

General Motors Reports Profit

The General Motors Corporation, Detroit, for 1922 reports net sales amounting to \$463,706,733, as compared with \$304,487,243 in 1921; \$567,320,603 in 1920, and \$509,676,695 in 1919. Net income is given as \$51,807,448, in contrast with a deficit of \$38,679,793 in 1921, and profits of \$37,883,521 in 1920, and \$60,517,519 in 1919. Good-will and patents are carried on the books at \$22,370,811.

To Direct Campaign Against Worthless Securities

Headquarters for a national educational campaign against fraudulent and worthless securities have been opened in Chicago by the Investment Bankers' Association of America. Samuel O. Rice, formerly editor of *Capper's Farmer*, will have charge of the educational work.

Joins Omaha Agency

Miss Jean Elizabeth Roberts, recently advertising manager of the Thompson-Belden Company, Omaha, has joined the Charles A. Hall Company, advertising agency of that city.

Certain-teed Products Heads Big Merger

The Certain-teed Products Corporation, St. Louis, has acquired control of Cook's Linoleum Company, Newark, N. J.; the Acme Cement Plaster Company, gypsum products, St. Louis, and the Thomas Potter Sons & Company, manufacturers of linoleum, Philadelphia. The amount involved is reported to be \$8,000,000. The sales of the four companies in 1922 aggregated \$21,718,000. According to George M. Brown, president of the Certain-teed Products Corporation, the additions of manufacturing facilities and administrative organizations mean the completion of a line of products for the construction, protection and equipment of buildings, and their distribution through the same channels, eliminating all avoidable waste. The general offices of all the companies will be moved to New York.

President Harding to Address Newspaper Publishers

President Harding has tentatively accepted an invitation to address the Bureau of Advertising of the American Newspaper Publishers Association at its annual dinner which will be held at the Waldorf-Astoria, New York, on the evening of April 26.

Lord Robert Cecil, of Pennsylvania; James W. Gerard, former Ambassador to Germany, and James A. Emery, counsel for the National Manufacturers Association have definitely accepted the bureau's invitations to speak at this annual dinner. Louis Wiley, business manager of the New York Times, will be the toastmaster.

National Campaign for British Columbia Shingles

The Shingle Manufacturers' Association of British Columbia, Vancouver B. C., plans a national advertising campaign starting in the early summer, featuring "British Columbia Edg-Grain Inspected" shingles. The Eastman Advertising Company, Vancouver, has been appointed to handle the account.

Francis L. Plummer Forms Advertising Service

Francis L. Plummer has resigned as vice-president and copy chief of Sherman & Lebar, Inc., New York advertising agency, to conduct an advertising service under his own name, with offices at New York.

National Publishers Association to Hold Golf Match

The National Publishers' Association, Inc., of New York, will hold a golf tournament on April 28 at the Briarcliff Lodge golf links, Briarcliff Manor, N. Y.

Heads

Corpora-
control of
Newark,
er Com-
uis, and
company,
delphia.
ed to be
ur com-
718,000.
a, presi-
cts Cor-
ufactur-
organ-
a line
n, pro-
gs, and
e same
e waste.
panies

address

s
vely ac-
ess the
Ameri-
ociation
be held
ork, on

George
sylvania;
assador
y, coun-
ucturers
ted the
this an-
business
es, will

British

Associa-
couver
g cam-
summer,
g-Grain
an Ad-
as been

rms

ned as
Sher-
vertis-
ertising
offices

ocia-
tch

ciation,
a golf
Briar-
Manor,

**Selling your brand of cement
to contractors and builders of**

Philadelphia

Philadelphia, last year, started work on 108 manufactories, 52 office buildings, 62 warehouses, 18 schools, 2 hotels, 5 hospital buildings, 6 banks, 1909 garages of all sizes, in addition to many other structures provided for in the \$115,000,000 building program.

You can profit from the big market offered by Philadelphia's building plans if you teach the buyers and users of cement and other materials to ask for your products by trade name or brand, through The Philadelphia Bulletin.

Practically all builders, architects, engineers and business men and their superintendents and other employees, read The Bulletin daily.

Every day The Bulletin goes into nearly every home, office and workshop in Philadelphia, Camden and their suburbs.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in America.

1922 net paid average circulation:
493,240 copies a day.

New York—Dan A. Carroll, 150 Nassau St.

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.

London—M. Bryans, 125 Pall Mall, S. W. 1

Paris—Ray A. Washburn, 5 rue Lamartine (9)

(Copyright 1923—Bulletin Company)

Here's Reader-Confidence that Reflects Real Service

*This Letter Shows Why Farmers Believe
in The Oklahoma Farmer-Stockman*

Vernon, Okla., March 20th. 1923.

Mr. C. W. Mullen,
Oklahoma City, Okla.

Sir:— In reply to your
letter, just received concerning
my claim, with the Ft. & W.
R. Co., will say. just
accept the settlement as
they proposed.

If that was your
advice, to have done so
without sending me your
last statement, would

have been perfectly
with me.

Thanking you
much. My thing along
the line, in my business
wherein I feel a need
your advice and assist.
I will be pleased to
write you.

Again thanking you
I am yours very Respectfully,
W. L. McClinton.

THE letter reproduced above and addressed to C. W. Mullen, manager of The Oklahoma Farmer-Stockman Protective Association, is from a reader whose \$150 claim against a railroad has been satisfactorily settled through the Farmer-Stockman's efforts.

Most Circulation—Great

During 1922 a total of 412 similar claims were adjusted satisfactorily for readers and 15,170 personal letters were exchanged with readers who sought information and advice.

On request of readers, the Protective Association has investigated 305 different companies for prospective investors. A big majority of the investigations resulted in unfavorable reports, thereby saving an enormous sum for legitimate farm purchases and investments.

Such service helps to erect an element of confidence in the minds of readers that is negotiable by advertisers in Oklahoma's favorite farm paper.

The OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.
THE OKLAHOMAN & TIMES—RETAIL SELLING

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Atlanta San Francisco

Great *lineage—Lowest Rate*



First—in America in Diversity of Industry

Milwaukee leads America in the manufacture of the following products:

Machinery	Motorcycles	Silk Hosiery
Electrical Control Devices	Automobile Parts and Frames	Refrigerating Machines
Chocolate Products	Tin and Enamelware	Upper Side Leather and Calfskins
Cranes	Motor Trucks	Steam Shovels

In Milwaukee are located 1,447 important manufacturing plants embracing fifty various industries—employing 111,617 industrial workers alone—and making thousands of various kinds of products. Milwaukee's great prosperity is founded on this *diversity of industry*. Its people are working, earning and spending *all the time*. Its per capita purchasing power is steady and at a high point in good times or bad.

A single dominant newspaper, *The Milwaukee Journal*, thoroughly covers this rich, responsive market—at one low advertising cost. It reaches more than a half million buyers every day.

Complete
Advertising
Service

**The Milwaukee
JOURNAL**
FIRST—by Merit

Rotogravure
—Color—
Black & White



Stopping Advertising During Dog Days an Excuse for Salesmen to Stop Work, Too

Salesmen Quickly Catch Pessimism That Prompts No Advertising Policy

FEDERAL ADVERTISING AGENCY, LIMITED
LONDON, CANADA

Editor of PRINTERS' INK:

We have just had quite a debate with a good client who ran steadily throughout last year, but who is persuaded that he can remain out of newspapers during July and August without much harm.

Will you kindly write us an authoritative opinion on this point, which we believe is rather a moot one?

The client in question is a well-known Canadian life insurance company and we have tried to warn them against discontinuing for two months, using all the arguments we can, such as breaking the continuity of the advertising and the fact that any time is a good time to tell people about life insurance and the merits of any particular company.

We shall appreciate your reply as early as possible, quoting the experience of others if this is within your power.

FEDERAL ADVERTISING AGENCY, LIMITED,
T. H. YULL.

M. R. HARRISON, managing editor of the *Producers Review*, a monthly agricultural publication of Toowoomba, Australia, happened to be paying a visit to the office of PRINTERS' INK when this letter from the Federal Advertising Agency, Ltd. arrived. We asked him if he had any experience in dealing with problems of this kind in Australia. He said that he did. When he went with the *Producers Review* eight years ago, Mr. Harrison said, the paper was finding it difficult to renew contracts with those advertisers who had tried out only a few insertions. On the other hand it had no trouble at all in getting renewals from concerns that had been advertising consistently. After struggling with this situation for two years, the paper decided to accept only twelve-time contracts. It resolved that if the occasional advertiser was doubtful as to the value of advertising it would be best not to accept his business until he evinced enough faith in advertising to put his schedule on a steady basis. The regular advertiser automatically

became sold on the power of advertising and did not have to be periodically resold by the medium. That policy was put into effect six years ago and Mr. Harrison told us that it has been so successful that now all of the publication's advertisers are running on a twelve-time contract.

We are citing this incident not because we necessarily approve the plan, but because it illustrates in a peculiarly graphic way the importance of continuity in advertising. In America what is known as the "cycle" plan of promoting advertising continuity has not worked out satisfactorily. Most successful advertisers use space regularly and consistently. Continuity in advertising effort is the very key-stone of their plan. Nevertheless it is generally recognized that not all advertisers find it advisable to advertise continuously or to go into every issue of the mediums they select. For that reason a plan such as that followed by the *Producers Review* would not be practicable in America.

However we believe that the fact that such a plan is successfully operating in some part of the world should be of interest to the Federal Advertising Agency, Ltd. at this time. It is certainly one argument in favor of the twelve-month schedule that cannot be overlooked in the discussion. We asked Mr. Harrison what effect his plan had on seasonal advertisers. We mentioned seed advertisers specifically. Mr. Harrison said he had several all-the-year seed advertisers. This steady advertising had not made the business a twelve-month one, but it had succeeded in considerably prolonging the usual season in which seeds are sold.

We also asked about paints. In this case the effect of continuous advertising was to make paints

practically an all-the-year seller.

Of course, in this country also, an increased advertising season has prolonged the selling season of the advertised product. As in Australia, paint and allied products are now advertised to some extent in every month of the year. The result is that paints and varnishes are no longer strictly seasonal products. The same is true of seeds and nursery stock. Formerly they were advertised only during three or four months of the year. During recent years the advertising season of these products has been made about twice as long. Here again the effect has been to lengthen the selling period. This advertising has taught gardeners that they can raise several crops of vegetables during the growing months. Several vegetables can be planted in two-week periods from April to August, thus assuring a steady flow of fresh garden stuff all summer. Another effect of this advertising has been to create a considerable volume of fall planting. Formerly most nursery stock was planted in the spring.

The experience of many other industries might be cited to prove the contention that a longer advertising season is profitable. It has been proved in men's clothing, automobiles, toys, cocoa, coffee, tea and in many other fields. In several cases, where the nature of the original business was such that all-the-year advertising did not seem to be advisable, additional products were brought out to fill in the valleys during the off season. A notable example of this practice is furnished us in the experience of S. L. Allen & Co., Inc., of Philadelphia. For many years this company manufactured only garden and farm tools. At best this was only a six-months business. Later the concern added another six-month line, the Flexible Flyer sled, and so now it has a business that justifies it in advertising pretty much throughout the year.

Examples like this are fairly common in business. It might be said that nearly every advertiser

is constantly striving to maintain continuity in his appeal. In fact continuity is the one thing that he would like to accomplish throughout all departments of the business. A continuously steady production is vastly more profitable than a production that fluctuates violently from extreme peaks to deep valleys. The same thing applies to the sales department. A sales chart that bobs up and down like a sailboat in a heavy wind, does not indicate that the business is on an economical basis. Similarly fluctuations in the financial department are to be avoided.

Of course if sales can be maintained at even keel, production will follow suit. Also the financial needs of the business will not be so subject to violent changes. The thing to do, then, is to maintain sales. That is the only way to keep the summer slump from hitting an enterprise. If we grant that sales are needed, then let us also concede that all those "helps" and agencies and instrumentalities that help to get sales should be kept up all during the period that sales are expected. We cannot expect results without causes. We cannot expect to reap without sowing.

It is right here that the Canadian life insurance company is reasoning incorrectly. We assume, of course, that the company intends to continue writing business during July and August. When it notified its advertising agent that it could "remain out of newspapers without any harm" during the dog days, we bet a cookie that it did not at the same time tell its sales representatives that they could stop selling. We are sure that it expects them to keep on working. Yet when it discontinues its advertising it tells them indirectly, though in language that is unmistakable, that it really does not expect them to accomplish much. Its message to them is just as positive as if it were couched in these words:

"Sure thing, we are telling you not to relax your selling efforts during the summer months, but of

maintain
In fact
thing that
accomplish
uts of the
ly steady
re profit-
that fluc-
extreme
The same
s depart-
bobs up
pat in a
cate that
onomical
tions in be
be main-
duction
ne finan-
will not
changes.
to main-
nly way
p from
ve grant
n let us
"helps"
ntalities
ould be
iod that
cannot
causes.
p with-
Can-
pany is
assume,
any in-
busi-
August.
ertising
in out
harm"
bet a
e same
tatives
t. We
em to
hen it
it tells
a lan-
that
em to
age to
if it
ords:
g you
efforts
out of

course we do not mean it. We have found that there is no use in advertising during July and August. People will not read it. So what is the use of trying to sell during this period? You cannot get anyone to listen to you. Therefore, let us knock off and go fishing until the Weather Man has tied a can to the tail of the dog days."

We believe absolutely that if an advertiser gives in to the fear of the summer slump to the extent of stopping his advertising, by that very act he is going to demoralize his selling force. In discontinuing his advertising he openly admits to them that he has no faith in the ability of the concern to get business during the calendar's torrid span. We believe, therefore, that if for no other reason, a manufacturer should maintain an advertising front during July and August so as to keep up the spirit of his own salesmen. A manufacturer cannot

expect his salesmen to continue work, when he himself declares it is no use to try. He may not say this openly, but his no-advertising policy says it, says it plainer than words. This is an unassailable argument in favor of summer advertising and yet, strange to say, it is seldom used.—[Ed. PRINTERS' INK.]

McGraw-Hill Advances William Buxman

William Buxman, who has been with the McGraw-Hill Company, Inc., New York publisher, for fifteen years, has been appointed assistant to the vice-president in charge of the publications which form its engineering unit. These publications are *Engineering News-Record*, *Engineering & Mining Journal*, *Chemical & Metallurgical Engineering*, and *Coal Age*.

Mr. Buxman had been business manager of *Engineering News-Record* and at one time was with *Power* in a similar capacity.

Willard Chevalier, associate editor of *Engineering News-Record*, succeeds Mr. Buxman as business manager of *Engineering News-Record*.

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

When a Corporate Title Might Deceive the Public

Federal Trade Commission Is Taking Up the Question of the Use of a Corporate Title That Might Mislead the Buying Public—Hearing to Be Held This Week

Special Washington Correspondence

A NEW form of deceptive advertising now is under the fire of the Federal Trade Commission. The Commission has issued three additional complaints in a further effort to stop what it terms the "use of terms in corporate names that cause the general public to believe they are purchasing from manufacturers direct when such is not the case."

The Commission has cited the Salt Lake Cooperative Woolen Mills, the Wasatch Mills and the Western Woolen Mills Company, of Salt Lake City, and the Jenkins Knitting Company, of Provo, Utah, for violation of the Federal Trade Commission Act for using advertising copy causing the public to believe those companies to be manufacturers when in fact they are not manufacturers.

These companies, the commission says, "selling woolen, knit and allied goods, are charged with using words and descriptions in advertising matter that lead prospective purchasers to believe that respondents own or control factories where their goods are manufactured, whereas," it is alleged, "respondents did not own or control any factory or mills." This practice, the Commission said, "gives to respondents' customers the erroneous impression that they are saving the middleman's profit, and is therefore an unfair method of competition."

Taking the Commission's complaint against the Jenkins Knitting Company as typical of the charges preferred against the remaining three companies, it was alleged that it has prominently displayed its name in newspaper advertisements, letterheads, order blanks,

package labels, and other stationery and literature. Agents of the company, it was alleged, have represented to prospective customers that the Jenkins Knitting Company is the manufacturer of the articles offered for sale.

Upon investigation, the Commission announced that it had found that the company at no time has owned or operated any knitting factory, and has filled the orders received by it from its customers from merchandise purchased by it from the stock of manufacturing companies. This method of selling knit and woven hosiery, sweaters, underwear, coats, shirts, blankets, and similar merchandise, the Commission charged, was unlawful because of its tendency to "mislead and deceive the purchasing public into the mistaken belief that the respondent owns or operates a factory for the knitting of wool and other material in which is manufactured the articles sold or offered for sale by it and that persons buying from respondent are buying directly from the manufacturer and are thereby saving the profits of the middleman."

A categorical denial of the Commission's charges was made by the Jenkins Knitting Mills Company. The company denied that any effort was made to deceive prospective customers as the Commission alleged, but on the contrary took particular pains to prevent any misunderstanding from arising in the minds of customers that it was a manufacturing company.

The question to be decided in these cases is whether a name may be used which might mislead the public. Whether these companies will be permitted to retain their names without deleting all reference to manufacturing will be decided when the Commission holds a hearing on the cases April 13.

W. H. Osgood with "Asia"

W. H. Osgood, recently with the American Chiclé Company, New York, has become a member of the advertising staff of *Asia*. He was formerly with *Good Housekeeping* and at one time was advertising manager of *Vanity Fair*.

stationery
of the
ed, have
ive cus-
Knitting
turer of
ale.

Com-
it had
no time
ny knitted
the
its cus-
se pur-
stock of
This
i woven
erwear,
similar
mission
ause of
and de-
lie into
the re-
a fac-
ool and
manu-
or of-
at per-
ent are
manu-
ing the

Com-
ide by
Com-
d that
deceive
Com-
e con-
o pre-
from
omers
turing

ed in
name
mis-
these
ed to
t de-
ufac-
n the
g on

ia"
the
York,
tising
with
e was
r.

Kiefer-Stewart, large
drug wholesaler, travels
salesmen in five states.



Do New Articles Help Drug Sundries Turn Over?

Probably no division of retailing is stimulated by the constant introduction of new merchandise to a greater degree than the drug trade. New wants are created by the introduction of new brands. Take face powder for example. Hardly a month passes without the introduction of a new face powder, supported by a merchandising and advertising campaign which creates new users. Without particularly affecting the volume of old advertisers, it finds a market for itself.

There are no wiser merchandisers than the drug wholesalers. They know enough of the power of newspaper advertising to realize that an indefinite promise that advertising will be run some time in the future means nothing, but that a non-cancelable contract for newspaper advertising creates increased profits.

The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office
DAN A. CARROLL
150 Nassau Street

Chicago Office
J. E. LUTZ
The Tower Building



In the fourteen states which produce two-thirds of the agricultural wealth of this nation, The Capper Farm Press reaches one farm home in three.

The Capper Farm Press is the dominant medium in the agricultural field. Published in eight sections it maintains a close personal contact with its subscribers. Its editorial staff of 53 men and women cover the country from Oklahoma to Pennsylvania. They know the problems of their respective states and they are giving a service which we believe to be unequaled by that of any other agricultural paper.

Circulation 1,533,696

THE CAPPER

*Sections - Capper's Farmer - Oklahoma Farmer
Kansas Farmer and Mail and Breeze*



ARTHUR CAPPER, *Pub.*, Topeka, Kan.
Chicago-Cleveland-Detroit

The Capper Farm Press maintains Service Stations in its branch offices for advertisers. We are in touch with trade conditions. We can help you solve your merchandising problems.

It is this close contact with consumers, with markets and with advertisers, which makes The Capper Farm Press the

*First Medium
in the First Farm Market.*



Line Rate \$8.50

M M Rate \$5.24

FARM PRESS

Nebraska Farm Journal—Missouri Ruralist
Pennsylvania Farmer—Ohio Farmer—Michigan Farmer.

MARCO MORROW, *Ass't Ed.*
New York-Phila.-Omaha-Okla.



Manufacturers who travel salesmen through Buffalo, Cleveland or Pittsburgh—

can easily include Erie, Pa., an additional market of 112,571 (U. S. Census Bureau estimate 1923. The 1920 Census was 102,093).

Salesmen working western New York state, central Pennsylvania and eastern Ohio might just as well jump over to Erie, Pa., just about a couple of hours away.

The advertising cost is cut to a minimum because only one paper is needed for complete coverage. The Erie Daily Times, 35 years old, an evening paper, reaches practically everybody; its city circulation frequently exceeds the number of families. Check A. B. C. circulation figures against Census for confirmation. The Times has over 27,000 net paid at 8c per line flat.

Erie is a typical American manufacturing city; manufactures so diversified as to insure a more than ordinary industrial stability. In other words, once cultivated, Erie is a sure market for the future. With suburbs, the population is about 164,000.

So with low traveling expense and small advertising cost, Erie is likely to show a greater NET profit than some larger cities which cost more to reach and cost more to sell.

Erie Daily Times

A. B. C. Member

Evenings Except Sunday

Representatives

E. Katz Special Advertising Agency

New York Chicago Atlanta Kansas City San Francisco

A Part National Advertising Plays in Maintaining Public Health

A Consideration of What Advertisers of Dentifrices Alone Are Doing, as Set Forth by One Advertiser

By Robert Emmett Spline

Manager of Sales, The Pepsodent Company

IT is stated that about 90 per cent of all diseases, to which our bodies are heir, have their origin of entrance through the portal of the mouth, on account of which one can readily understand the importance of maintaining absolute cleanliness in this cavity and its contents.

It is also well known that without proper care the teeth will eventually decay, and if this condition is not checked, the teeth will have to be removed, thereby diminishing proper mastication, resulting in poor digestion, faulty assimilation and impaired health.

So important are these recognized facts that of late years the greatest amount of attention is given to them by both physicians and dentists, and even labor has reached the conclusion that with poor teeth its members lose in efficiency and are unable to expend their best efforts.

At present in this country, there are over two hundred industrial concerns which have established dental clinics for the giving of periodical examinations and treatments to the teeth of their employees, without charge.

Several insurance companies, always interested in maintaining good health and long life, are now distributing thousands of booklets on the correct care of the teeth and their relation to good health.

In recent years there has been no other factor that has been so little recognized, but which has been more instrumental, in teaching the masses the necessity of properly caring for the teeth in order to obtain health and good appearance, than have the tremendous advertising campaigns conducted by the manufacturers of dentifrices.

Each of the concerns manufacturing a product to be used in the preservation of the teeth may differ radically as to what constitutes a proper dentifrice, but the mere repeating, millions of times, of the general message of the necessity of tooth cleanliness has been conducive to the gradual awakening of the public to the value of this portion of their general hygiene.

ADVERTISING, A THOROUGH SPREADER OF KNOWLEDGE

In no other way could the world at large have become so quickly, so thoroughly, and so intelligently acquainted with such constructive knowledge concerning the care of the teeth as it has received through the use of advertising.

Over 47,000 dentists in this country alone have constantly spread propaganda in relation to the importance of keeping the teeth clean, yet it is even now conceded that only one out of every five of our total population ever use a tooth brush; so, it has largely fallen to the manufacturers of dentifrices to stimulate the desire for clean teeth among the masses. This condition has not been brought about by entirely altruistic motives, but by an economic necessity on the part of the manufacturers, so as to continue to be successful in their business, and by an ever increasing number who have become interested in keeping their teeth clean.

To be sure, The Forsyth Dental Infirmary at Boston, and The Eastman Dental Infirmary at Rochester, have done wonderful propaganda work on the value of preventive dentistry. Occasionally, in the health columns of various publications, special

articles have dwelt on this important subject, but how slight has this appeal been when compared to that broadcast in the paid space of hundreds of publications by the national advertisers of dentifrices.

In newspapers, in magazines, on street cars, elevated and subway

so that it will appeal to every class of reader. We endeavor to make this copy easily understood, instructive, and always so interesting that it will be read to the very end, where a coupon is conveniently placed. If the proper interest and desire have been created in the mind of the reader,

the coupon will be cut out and mailed to us, whereupon a supply of Pepsodent sufficient for a ten-day trial is sent. We depend entirely upon the results obtained by this trial tube as to whether or not the recipient adopts Pepsodent as his future dentifrice.

We receive thousands of coupons daily from those readers among whom our copy has created the desire to keep their teeth clean. Many of these people clean their teeth for the first time, as we have learned from analysis, and then are so well pleased with the results obtained that they henceforth become regular advocates of tooth hygiene.

Through our educational department, we keep in close contact with Young America, realizing as we do that the future

of oral hygiene must be largely dependent upon the deeper interest taken by the coming generations in the proper care of their teeth. Thousands of samples, instructive bulletins and letters are sent daily to teachers who request same for distribution to their charges.

These promotion efforts are carried on in addition to the work of our dental department, which keeps in continual touch with the more than 47,000 dentists of this country through personal contact, the written word and printers' ink.

When we spend vast sums of

No Excuse Now

For dingy film on teeth

A way has been found to combat film on teeth, and millions of people now use it.

A few years ago, nearly all teeth were coated more or less. Ten-day films come and are inescapable. You can prove this by a pleasant ten-day test.

Film ruins teeth

Film is that viscous coat you feel. It clings to teeth, gets between the teeth and stays. Then it forms the basis of dingy coats which hide the teeth's natural luster.

Film also holds food substance which ferments and forms acid. It holds the acid in contact with the teeth to cause decay. Millions of germs breed in it. They, with tartar, are the chief cause of pyorrhea.

Thus most tooth troubles are now traced to film. No ordinary tooth paste effectively combats it. So, despite all cure, tooth troubles have been constantly increasing, and gleaming teeth were rare.

New methods now

Dental science has now found two effective film combatants. Their action is to curdle film and then harmlessly remove it. Years of careful tests have amply proved their efficiency.

A new-type tooth paste has been created, based on modern research. These two film combatants are embodied in it for daily application. The name of that tooth paste is Pepsodent.

Dental authorities the world over now endorse this method.

Leading dentists everywhere are urging its adoption.

Other new effects

Pepsodent also multiplies the starch digestant



Except the eyes, no factor in beauty counts for more than white teeth

in the saliva. That is there to digest starch deposits which may otherwise cling and form acids.

It multiplies the alkalinity of the saliva. That is there to neutralize acids which cause tooth decay.

Old-time tooth pastes, based on soap and chalk, had just opposite effects.

It polishes the teeth, so film adheres less easily. Thus Pepsodent does, in five great ways, what never before was so successfully done.

Used the world over

Now careful people of fifty nations are using Pepsodent, largely by dental advice. You can get the results in lasting teeth wherever you look to-day. To millions of people it has brought a new era in teeth cleaning.

Send the coupon for a 10-Day Tube. Note how close the teeth feel after using. Mark when as the film-coats disappear.

In one week you will realize that this method means new beauty, new protection for the teeth. Cut out the coupon now.

Avoid Harmful Grit

Pepsodent cleanses the film and removes it without harmful scrubbing. Its polishing agent is far softer than enamel. Never use a film combatant which contains harsh grit.

Pepsodent

The New-Day Dentifrice

A scientific, film combatant, which whitens, cleans and protects the teeth without use of harmful grit. Now advised by leading dentists the world over

10-Day Tube Free

THE PEPSODENT COMPANY,
Dept. 857, 1104 S. Wabash Ave., Chicago, Ill.
Mail 10-Day Tube of Pepsodent to

Only one tube to a family.

A RECENT EXAMPLE OF THE KIND OF COPY THAT
PEPSODENT RELIES UPON

trains and platforms, and on posters in city, town and country, one cannot evade reading the same general story of the importance of good teeth.

At present The Pepsodent Company alone is presenting this appeal for clean teeth to millions of people daily, through advertising in many mediums, carrying, as it does, almost continual copy in over 1,600 newspapers and 156 magazines.

Pepsodent copy is never of a negative nature, and is always written in a constructive manner,

COVERS



Painted by Rockwell Kent

© Vanity Fair

ONE of the most effective ways in which a publisher can control the quality of his news-stand circulation is by means of the covers of his magazine. In consequence, covers by modern artists of distinction, such as Rockwell Kent, Serge Soudekeine, Warren Davis and Nicolai Remisoff are used by Vanity Fair to further the selective process that makes it a true class magazine. These cover designs indicate to cultivated, well-to-do men and women an editorial policy which meets the tastes and standards of their class alone. ♪ ♪ ♪ ♪ ♪ ♪ ♪ ♪ ♪

VANITY FAIR

One of the CONDE NAST GROUP

money each year to spread throughout the world truths regarding the care of the teeth, and their value to good health, in such a way that hundreds of thousands have born in their minds the creative desire to keep, in the future, their mouths and teeth clean, are we not raising materially the efficiency of those multitudes, so that they may make better citizens through the possession of better bodies and better health?

Today our hospitals are filled with patients suffering from countless ills, many traceable to teeth that have been neglected. Today young men in the prime of life are made old through the absorbing of toxins produced in an infected tooth. Can we not predict that, in years to come, the State will be spared a large portion of this expense, while raising its standard of citizenship, for the reason that millions have heeded the message to keep their teeth clean and free from decay?

In years to come, will not future generations owe, not only to The Pepsodent Company, but to the manufacturers and advertisers of all good dentifrices, a debt of gratitude that millions were spent by these concerns in teaching their parents the value of tooth hygiene, so that they might possess strong, robust bodies, unimpaired by insidious toxins? No one factor is so appreciated by a concern endeavoring to market a product of merit than is the knowledge that it is doing more than erecting a huge commercial structure. It knows that it is aiding humanity. We are quite sure that this is true of all those manufacturers of meritorious products used in maintaining oral hygiene, who are spending vast amounts of money in spreading the message of the necessity of good teeth to the economic body of the State and country at large.

The Yellow Cab Manufacturing Company, Chicago, reports net earnings in 1922 of \$3,038,926 as compared with \$607,654 in the previous year.

Using an Old Idea to Sell a Modern Method

Utilizing the good features of a presumably antiquated custom to drive home a talking point is illustrated in the newspaper advertising of the Universal Cleaning Company, Barborton, O. "Do you laugh at French women doing the family wash at the edge of a flowing stream?", asks the copy and points out that as fast as the dirt is rubbed out, the continuous flow of water carries it away. No dirt is rubbed back in again. Similarly, with the shower bath system of dry cleaning used by this concern, six hundred gallons of cleanser per hour passing through a washer carry away all loosened dirt.

Kansas City, Mo., Jewelers to Advertise

The Kansas City Wholesale Jewelers' Association plans an advertising campaign to start in April, featuring the Kansas City market as the centre of jewelry activities in that part of the country. At a recent monthly meeting a committee was chosen to direct this advertising. The members of this committee are: Noble R. Fuller, Edwards-Ludwig-Fuller Jewelry Company; E. O. Baumgarten, Hoefler Jewelry Company, and Fred Sands, secretary of the association.

General Electric Profits Increase

The General Electric Company, Schenectady, N. Y., reports net sales in 1922 of \$200,194,294, as against \$221,007,992 in the previous year. Net profits after depreciation and Federal taxes before the addition of other income is shown to be \$22,736,282, as compared with \$21,652,812 in 1921.

W. L. Grant Joins Los Angeles Agent

W. L. Grant recently with the William A. Ingoldsbey Company, Los Angeles advertising agency, has joined Philip J. Meany, advertising agent of that city. Mr. Grant was formerly advertising manager of the Carman Shops, Seattle.

Changes Name to "The American Needlewoman"

The Vickery & Hill Publishing Company, Augusta, Me., will change the name of *The American Woman* to *The American Needlewoman* beginning with the May issue of that publication.

J. Walter Thompson Adds to Chicago Staff

Ewing T. Webb has joined the production staff of the J. Walter Thompson Company in Chicago. He was with the New York office of this agency for eight years.

Sell a

of a pre-
rive home
d in the
Universal
O. "Do
doing the
a flowing
oints out
bbed out,
carries it
in again.
h system
concern,
per hour
rry away

elers to

Jewelers'
ing cam-
uring the
centre of
t of the
meeting
irect this
this com-
Edwards-
y; E. O.
Company,
the asso-

fits

y, Schen-
in 1922
1,007,992
fits after
efore the
shown to
with \$21,-

Angeles

with the
ny, Los
as joined
agent of
nerly ad-
n Shops,

Amer-

ng Com-
ange the
e to *The*
ing with
on.

dds to

the pro-
hompson
with the
for eight



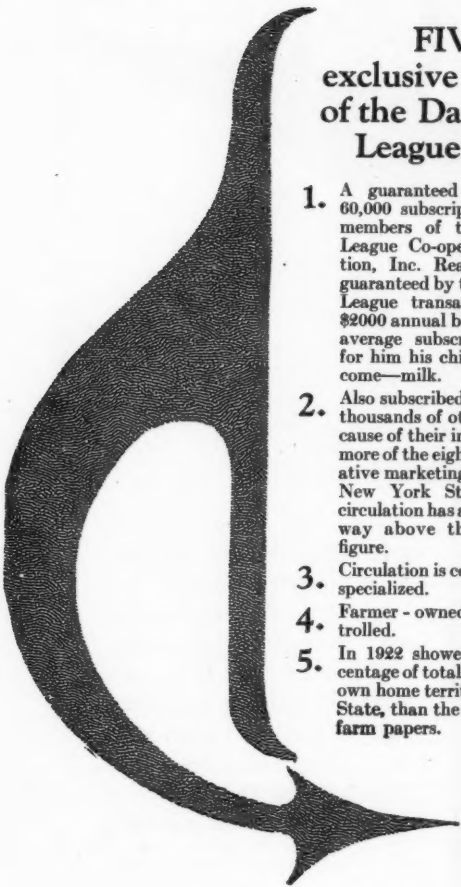
PERHAPS, in itself, the price of Harper's Bazar is unimportant. But the fact that women do go to newsstands and pay 50c for Harper's Bazar does indicate, at least, that they value it more than any similar magazine. For Harper's Bazar is the most expensive magazine of its kind

Harper's Bazar

2 SHILLINGS
IN ENGLAND

50c

6 FRANCS
IN FRANCE



FIVE exclusive features of the Dairymen's League News

1. A guaranteed circulation of 60,000 subscriptions from the members of the Dairymen's League Co-operative Association, Inc. Reader interest is guaranteed by the fact that the League transacts more than \$2000 annual business with the average subscriber in selling for him his chief source of income—milk.
2. Also subscribed to and read by thousands of other farmers because of their interest in one or more of the eight other co-operative marketing associations in New York State. Thus the circulation has always averaged way above the guaranteed figure.
3. Circulation is concentrated and specialized.
4. Farmer - owned, farmer - controlled.
5. In 1922 showed a larger percentage of total lineage from its own home territory, New York State, than the other two state farm papers.

DAIRY
K
N

When milk pays the farmer's overhead

MOST every farmer in New York State is actively engaged in the production of milk. The Dairymen's League pays average farmer member \$2000 for his milk. This stabilizes the farmer's income so that he can plan ahead from year to year—making greater productivity possible. A diversity of crops gives him of a balanced income year.

There are nine co-operative marketing associations among the farmers of New York today. Through organized sales effort, the business farmers are in control of their own business. They receive a larger percentage of the consumer's dollar and minimize irregularity of their incomes.

The Dairymen's League News—farmer-owned, farmer-controlled—is read not only by the members of the Dairymen's League but also by a majority of the members of the eight other co-operative associations. The readers of the News are farmers directly and financially interested in the co-operative marketing movement.

The News offers an unusually effective means of placing your advertising before this large group of farmers whose buying power is stabilized—a year-after-year proposition.

Drop us a line today to have one of our representatives tell you more about the remarkable results of the co-operative marketing movement in New York State.

Dairymen's League News, Utica, N. Y.

NEW YORK: 120 West 42d St.—Phone Bryant 3463

CHICAGO: 608 Otis Building—Phone Franklin 1429

DAIRYMEN'S League NEWS

WICHITA FALLS, TEXAS

Center of Country's Seventh Largest Irrigation Project

The mammoth Wichita irrigation project, soon to be completed, will provide a water supply for a city of 250,000 people and will irrigate 100,000 acres of fertile land in the Wichita river valley.

The storage reservoir will have a capacity of 171,517,500,000 gallons. Lake's greatest length, 20 miles; greatest width, 8 miles. Shore line at spillway level, 125 miles.

As Wichita Falls leaped into national prominence on a flood tide of oil, so will she soon rise farther on the wave of the life-giving, crop-growing water.

Already a splendid city of over 40,000 population, the marketing center for northwest Texas and southern Oklahoma, what sounder insurance policy could one write for the future than Wichita Falls' investment in this enormous irrigation project, the 7th largest in the United States?

Just another *big* reason for advertisers to include Wichita Falls in *all* Texas campaigns. A good market *now*; and a greater market is assured.

Wichita Daily Times

A. B. C. Member

Evening and Sunday Morning

Wichita Falls, Texas

E. Katz Special Advertising Agency

New York Chicago Atlanta Kansas City San Francisco

What Is the Best Way to Announce an Advertising Campaign to the Trade?

Important to Convince Dealers That the Advertising Will Actually Be Run

By John Allen Murphy

WHAT is the best way for a manufacturer to present his advertising plan to his dealers? With the number of advertisers constantly growing, this is a question of steadily increasing importance.

Most assuredly consumer advertising should be promoted to the trade in some way. An advertising campaign is handicapped unless it receives the co-operation of distributors. The campaign itself is not completely rounded out if it is not built up from the trade side also.

For many years broadsides were the medium most commonly selected for announcing an advertising plan to retailers. Unfortunately the broadside was over-used for a time. Dealers received them by the bushel. Many of them were so flamboyant and so extravagantly worded that the merchant discounted them heavily and finally lost confidence in them altogether. He had been told so often that a manufacturer's advertising would revolutionize his business, and after patiently waiting to have it revolutionized, finding that nothing happened, he began to have his misgivings about advertising. Experience also taught him that much consumer advertising is designed to impress the retailer rather than the ultimate buyer of the merchandise. In many instances merchants had stocked up on the strength of promised advertising which never materialized. You, therefore, cannot blame the retailer if he adopted an "I'm-from-Missouri" attitude with regard to advertising.

Fortunately these conditions have changed. The fact that they once existed, however, makes it all the

more necessary that an advertising plan be unfolded to dealers in a confidence-inspiring way. The broadside is still extensively employed, but the present-day broadside does not look like a circus poster. It has been toned down enormously. The most approved type is a modest folder which shows proofs of the copy, the mediums to be used and the dates of the insertions. As a rule, several ways are outlined in which the retailer can co-operate with the advertising. Window and store displays are suggested. A variety of "helps" is offered. The tone of the folder is sincere and the propositions made are definite and convincing. Many advertisers regard some such folder as a necessary piece in their campaigns. Another point I forgot to mention: these current broadsides are not distributed with the helter-skelter abandon that characterized the distribution of the broadsides of an older day. They are sent out only to active accounts, are used by salesmen in the solicitation of new accounts and perhaps are offered in business-paper copy as a follow-up piece.

GROWING POPULARITY OF BUSINESS PAPERS IN DEALER ADVERTISING

Business-paper copy, itself, is now widely used as a means of telling dealers about the advertiser's consumer drive. As a matter of fact, this is probably the most interesting development in the subject about which I am writing. Certainly there is no more appropriate place for a dealer announcement than in a trade-paper advertisement. I have noticed several notable business-paper advertise-

ments of this kind in recent months. One advertisement that The Esmond Mills ran in its trade campaign in behalf of Esmond blankets stood out in particular as being remarkably effective. I like it especially because it hits directly at those retailers who may still be skeptical as to the power of consumer advertising. The Esmond folks prove, incontrovertibly, that their consumer copy is read. There is no mistake about it.

In one of their consumer mediums, a magazine reaching women readers, the Esmond Mills make this offer: "Send 10 cents for Esmond doll blanket. It will please your children and will show you what Esmond quality is." This offer occupies less than three per cent of the total area of the advertisement. It brought in 51,148 dimes. The company uses this fact to convince the retailer that its advertising is read. It takes a full page in business papers to tell the story. At the top of the page it repeats the doll-blanket offer as it appears in the magazine with this explanation, "This is the offer that brought all these replies." Then follows, in a heavily displayed caption, this statement, "51,148 People Sent Dimes in the Last Three Months of 1922." Going on the copy inquires, "Is the Esmond blanket advertising read?" and then answers its own question as follows: "This vast number of replies to our sample offer proves that it is."

"The offer is not a coupon, but is in the body of the advertisement—so each dime indicates an interested reader and the conviction the advertisement carried.

"If over 50,000 people sent dimes, it is safe to say ten times as many read the offer.

"The women who have been reading it are the same who come into your store, women who have been told again and again that 'There's an Esmond blanket for every use.'"

In this same advertisement the company also takes occasion to give merchants a few practical selling suggestions. It tells them, for instance, that they might as

well as not have an all-year-round blanket business. It says: "Esmond blankets offer every inducement to purchase at all seasons—quality, variety of use, patterns, and colors."

Again it tells them that they can increase their blanket business by displaying blankets in other departments than the regular blanket section. In this connection it makes these concrete recommendations: "Spread the Esmond blanket on a bed in your Furniture Department.

"Or replace it with an Esmond blanket comfortable or Afghan.

"Esmond crib blankets may be displayed in those departments interesting to mothers.

"Display Esmond Indian blankets in your sports department."

COPY LIMITED TO REAL FACTS

You have, of course, noted that this Esmond advertisement deals with accomplished facts rather than with promises of future accomplishment. That is typical of the newer method of presenting an advertising campaign to the trade. One reason why retailers have learned to discount advertising announcements is because in the past these heralding proclamations dealt with promises altogether. As I said before, too often these promises were not fulfilled. So when a manufacturer comes along and begins telling what his advertising *has* done, the retailer is given evidence which he cannot deny. It is possible, too, to tell of past accomplishments and at the same time announce future plans. The fact that there *are* accomplishments to record gives credibility to the promises.

To a certain extent the company is also using fac-similes of some of the letters it receives from people who are answering its advertisements. These usually succeed in convincing doubting Thomases who may still exist among salesmen and distributors. One of these letters is so good that I am quoting it here in full. It came from a little girl, Roberta Brown, who lives in Seattle. It was undoubtedly written by a child, be-

Stranger Than Fiction



There's an old saying that facts are stranger than fiction. Writers know that they're so confounded much stranger that in about seven cases out of ten, a fiction story based on fact won't sell because it isn't convincing.

We lead May Cosmopolitan with a story, called "Mercy" by Peter Clark MacFarlane, which is all fact, except the names of the characters and the towns and cities involved.

Mr. MacFarlane gathered these facts as material for a novel. And after he had them, we both realized that if he used them as fiction, readers would say: "Yes, very interesting, but it never could happen in life."

Therefore, we have presented it as a human document. I think it is a great one.



EDITOR.

Fiction Interprets Life 35 Cents

Cosmopolitan

America's Greatest Magazine

W. S. BIRD

Eastern Sales Manager

A. C. G. HAMMESFAR

Business Manager

J. J. BARNETT

Western Sales Manager

cause the writing is obviously that of a child. Here it is:

EAST SEATTLE, WASH., Jan. 24, 1923.

Dear Sirs:

Mother was very glad when she saw the blanket you sent me. I am sure my dolly Ethel is very much pleased, but I cannot tell if she is or not because she always looks happy. Mother would like to know where she can buy those lovely blankets that was so nice. Mother said that she did not believe that what it said about washing the blankets was true and so I proved it by washing my doll's blanket. Then she said that she would get one for my bed. She said that she thought Fredericks had them but she wasn't sure. So I am writing to you to see if you can tell me how I can get them. Don't take this letter in as flattery for every word of it is true.

Yours truly,

ROBERTA BROWN.

Last week an underwear manufacturer showed me a dummy of a broadside which he will shortly issue. More than half of it was devoted to a detailed outline of the achievements of his advertising during the past season. The rest of it told what he was going to do next year. He frankly admits to the trade that he made some mistakes in operating the campaign last season, and that he hopes not to repeat these mistakes in his next effort. It is a most convincing document. All this goes to prove how far we have advanced from the There's-Money-in-This-for-You type of broadside of the Roosevelt and Taft eras.

H. H. Beck, Advertising Manager, Robbins & Myers

H. H. Beck, who has been with the Chicago office of Erwin, Wasey & Company, advertising agency, is now advertising manager of The Robbins & Myers Company, Springfield, O., manufacturer of electric motors, generators and fans.

Joins Chicago Staff of Lorenzen & Thompson

J. R. Winter, formerly advertising manager of the Kansas City *Journal and Post*, has joined Lorenzen & Thompson, Inc., publishers' representative. His headquarters will be at Chicago.

Jack Harris, formerly with the Northwest Importing Company, Chicago, and I. Myler, formerly with the Chicago *Herald and Examiner*, have joined the contract department of the Bruce Morgan Advertising Agency, Chicago.

Pennsylvania Public Utilities Hold Advertising Conference

At a meeting of the executive officers of the gas, electric light and power, water, street railways, and telephone companies of Pennsylvania, recently held at Philadelphia, it was unanimously agreed that advertising was the most effective way to create and maintain cordial relations with the public. A publicity campaign was therefore decided upon, and a temporary publicity committee was organized, with P. H. Gadsden, vice-president of the United Gas Improvement Company, Philadelphia, as chairman. Mr. Gadsden stated that "every large State in the Union, with the exception of Pennsylvania, has a committee functioning along the lines it is proposed to lay out for the Pennsylvania committee. The movement started in Illinois several years ago, and has been successful. We consider the proper dissemination of the news relating to the companies and their customers as the most effective way of creating pleasant relations. It is our intention to deal frankly with the public. This is a complete reversal of the policy of public utilities that was in effect several years ago."

Barnard To Direct Work of Vigilance Committee

Kenneth Barnard, associate director of the National Vigilance Committee of the Associated Advertising Clubs of the World, has been appointed director of the committee. William P. Green, who has been director, becomes associate director. He recently suffered a nervous breakdown, and in returning to work requested that he be assigned to lighter duties than those involved in the general direction of the committee's work.

Hugh Smith has resigned as secretary of the Vigilance Committee, and Mr. Green, among other things, will direct the work which Mr. Smith has been doing in organizing and serving Better Business Bureaus, which now number forty.

Salt Lake City Ready for 1923 Advertising

The Commercial Club of Salt Lake City, Utah, has completed its campaign plans for advertising Salt Lake City during 1923. Newspapers in forty cities, national magazines and direct-mail advertising will be used.

This advertising will be directed by the L. S. Gillham Advertising Company, of that city.

Canadian Campaign for English Fountain Pen

An advertising campaign is to be conducted in Canada which will feature John Mitchell's Pens, manufactured in Birmingham, Eng. Newspapers will be used for this account which is under the direction of Norris-Patterson Limited, Toronto advertising agency.



The Brick House

This is one of the three model houses being built in Minneapolis by the Journal to demonstrate the planning, financing, materials and labor required in building a house. The progress of this building program is written in story form by John W. Journal every Sunday in
The Journal

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

Sell household goods

Vacuum Cleaner Exposition

Frick & Sons

OHIO-TEC

THE NAMM STORE

FURNITURE

Strobel Furniture

Landay

Gold Seal Congoleum

Buckley-Newhall Co.

Kellner Bros.

Warner Furniture

Latimer

The Aeolian Vocalion

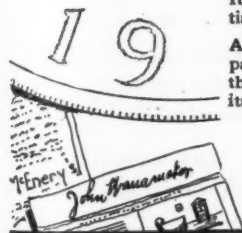
Premier

5.1 cents of every family dollar are spent for furniture.

NEW YORK EVE

Largest daily circulation in America

to New York's 2,000,000 families



METROPOLITAN New York spends more than \$170,000,000 yearly for furniture. This per family expenditure of \$85.00 is certainly conservative. But it shows manufacturers of household utensils what a tremendous market exists in the 50 mile radius of Journal City where all home building records are being broken.

Volume of furniture sales may be considered a significant index for the sale of floor coverings, paint and general house wares.

Important to manufacturers of electrical apparatus is the fact that 54.6% of these homes are wired—1,122,515 or more than in Philadelphia, St. Louis, Cleveland, Detroit and Boston combined.

Retailers use the NEW YORK EVENING JOURNAL more than any other New York evening paper for selling furniture, musical instruments and other important, home-discussed merchandise.

It is, therefore, the logical medium for advertisers who want to sell household goods here.

And 41.6% of the total New York evening newspaper field is reached through one paper—the NEW YORK EVENING JOURNAL with its circulation of 643,489 daily.

The Journal's plan for covering New York will be explained in detail to every interested executive

NING JOURNAL

and at three cents a copy

The Supremacy

OF

THE LOUISVILLE HERALD

As A Home Newspaper

IS based upon no wild claims—it actually
LEADS in Daily, City and Suburban Cir-
culation. It sells and delivers

3,185 More Papers

Locally than the other morning paper

The duplicated circulation of the second
morning paper with its evening edition raises
materially the cost of results per thousand
circulation.

USE THE HERALD and AVOID
EXPENSIVE DUPLICATED CIRCULATION

The Louisville Herald

Kentucky's Greatest Newspaper

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

Foreign Representatives

KELLY-SMITH CO.

Marbridge Building, New York
Lytton Building, Chicago

GEO. M. KOHN

Walton Building, Atlanta

R. J. BIDWELL

Market Street, San Francisco
Times Building, Los Angeles

Advertising Whole Milk, to Sell Evaporated Milk

Dairy Farmers Wake Up to the Fact That Their Business Is Big Business—And Act on It

AN elementary lesson in nutrition is the vehicle by which a new brand of evaporated milk is being introduced in the Eastern part of the United States. This is by no means a radical idea in food advertising, but the way in which it is applied ought to make it highly effective.

To begin with, the product is Dairy-*lea* Evaporated Milk, made by the Dairy-*men's* League Co-operative Association of New York. Dairy-*lea*, the product, was sold last year, but the name is new. The problem that confronted the company was to introduce Dairy-*lea* on a large scale without interfering with the sale of fluid milk or cream.

And the keynote of this great effort is sounded in a warning to mothers not to pour off the cream at the top of the milk bottle and thus rob their children of a part of the nutrition that should be theirs when they drink milk. Big space is being used to ask the question, "Are you fair to the children when you open a bottle of milk?" The advertisement goes on to point out that the daily habit of robbing the milk bottle actually cheats the children of their full nourishment and growth, as the "top-milk cream" contains the precious butter fats and other elements that are needed by the children's growing bodies.

Thus has the Dairy-*men's* League not only avoided competing with itself, but also advertised to extend the sale of the product that Dairy-*lea* is a substitute for. Another phase of the copy that re-

Here is a Richer Creamier better Evaporated Milk



Creamier Milk
Convince Yourself

Produced in the Country's
Prize Dairy Section

Dairy-*lea* Evaporated Milk is produced by an association of dairy farmers located in the dairying section comprising the state of New York, and portions of neighboring states. It is the same milk supply to which Dr. Royal S. Copeland, as Health Commissioner of New York City, referred when he said, "New York's milk is the best in the world."

It is an evaporated milk so much better than its superiority is evident upon opening the first can. It is seen to be actually creamier in color, consistency, and flavor. And, as its use becomes regular, it will be noticed that its quality remains constant.

One can of this milk, moreover, and another yourself by every can that it is richer, creamier, better. Give the children whole bottled milk to drink; they need the butter-fat that whole milk provides.

Can bearing the label reading "Dairy-*men's* League Evaporated Milk" have in all respects the same contents as those bearing the new label "Dairy-*lea*."

DAIRY-MEN'S
League
CO-OPERATIVE ASSOCIATION, U.S.A. N.Y.

ADVERTISING TO THE HOUSEWIFE TO TELL WHEN AND WHY TO USE WHOLE MILK AND EVAPORATED MILK

flects one side of the co-operative idea of the league is the very definite "better babies" appeal.

Stanley Q. Grady, until recently director of sales and advertising for the Sun-Maid Raisin Growers in California, and now occupying a similar position with the Dairy-*men's* League Co-opera-

Detroit News Rotogravure Proves Most Effective Medium



*So Iodent Decides
To Use It Exclusively*

The Iodent Chemical Co., Detroit, first advertised Iodent Tooth Paste in 1921. Three Detroit papers were used, both Rotogravure and black and white copy being tried.

After two years of experiment in Detroit's various mediums, the Company has decided to use News Rotogravure exclusively.

No Iodent Ad has exceeded six inches. Yet despite this small space, Iodent copy in The Detroit News Rotogravure, has pulled mammoth results.

So enthusiastic is The Iodent Chemical Co. over the selling value of Rotogravure, that in practically all large cities where Iodent is being introduced, Rotogravure advertising is now used exclusively.

March This Year and Last

<i>Note Detroit Sunday News Circulation Growth</i>	
Net Paid Average	{ 1923..... 269,937
Circulation for March	{ 1922..... 247,355

Increase..... 22,582

The Detroit News

Greatest Circulation Daily and Sunday in Michigan

"Always in the Lead"

I
O
D
E
N
T

New York newspapers systematically canvassed the trade, with a complete advertising portfolio which shows the several elements of the campaign. Following these men, a day later, the league salesmen called on the same dealers and reached the high average of over forty sales for every 100 calls. This selling campaign started one week in advance of the opening of the newspaper advertising campaign.

Box Manufacturers Association To Continue Advertising

Shipping boxes made of wood are regaining favor with manufacturers and advertising is largely responsible for their renewed popularity. C. V. Hodges, advertising manager of the National Association of Box Manufacturers, told the members of the association at their twenty-fourth annual convention at Chicago last week. "Advertising, backed by better selling efforts on the part of manufacturers, is producing orders," said Mr. Hodges. "It is educating the shipping public to know that the biggest factor in shipping is proper protection. It is not going to do everything that is needed by the box manufacturer, but it is teaching people that wooden boxes are not relics of the past. The prime requisite of a shipping case is that it deliver its contents safely. Advertising is selling this idea of protection. It is stabilizing the box industry and it has actually brought new business." The consensus of convention opinion was that the association's direct-mail and business-paper campaigns should be continued vigorously. The association plans also to investigate industrial films with a view to producing a picture based on the wood box industry.

Ralph W. Read Joins J. A. Snyder Agency

Ralph W. Read, for the last three years advertising manager for the F. H. Roberts Company, Boston manufacturer of "Apollo" chocolates, has joined the J. A. Snyder Company, Chicago advertising agency. Mr. Read was formerly with the McGraw-Hill Company, Inc., at Chicago and was later Cleveland manager of *Electrical Merchandising* and *Electrical World*.

New Accounts with Hoyt's Service

The Pureoxia Company, Boston, manufacturer of Pureoxia Ginger Ale, The E. L. Patch Company, Stoneham, Mass., Nepto Lotion, and the Samuel Ward Manufacturing Company, Boston, Line-a-Day books, have placed their advertising accounts with the Boston office of Hoyt's Service, Inc., advertising agency.

Business Paper Editors Meet at Middletown, O.

A meeting of members of the National Conference of Business Paper Editors was recently held at Middletown, O. This particular meeting of the National Conference was arranged for by Bennett Chapple, publicity director of the American Rolling Mill Company in co-operation with the Middletown chamber of commerce.

Many executives of Middletown's industries took an active part in the program arranged for the convention. Nearly fifty papers on industrial economics were read before the conference.

An exhibit of Middletown-made products was presented by twenty-three of the local manufacturing companies which illustrated the community's varied activities. The members of the conference also were conducted on tours of inspection in order that they might observe these industries in action at close quarters.

The conference ended with a banquet, given by the local Chamber of Commerce, at which the principal speaker was Frederick M. Feiker, assistant to the president of the McGraw-Hill Company, Inc., New York.

Birthplace of Golf Advertised in Drive for Tourist Trade

The green links of Scotland are being advertised to lovers of golf in a campaign which the Anchor Line Steamship Company is conducting. The company runs a line of steamships to Scotland. The copy is headed, "Scotland, the Dream of Every Golfer," and tells of the five hundred golf links there which are open to Americans. Golfers are urged in the advertising to visit the land "where the grand old game was born." The copy is appropriately enclosed in a half-inch frame of plaid with a thistle in a circle at the bottom.

Radio Account for F. J. Low Company

The Radio Research Guild, manufacturer of radio apparatus, Newark, N. J., has placed its account with the F. J. Low Company, Inc., New York advertising agency. Newspapers and magazines are being used in a national campaign.

Advertising Service Changes Name

The Plambeck-Patten Advertising Service, San Diego, Cal., has changed its name to the Patten Advertising Service of that city.

Wilmington, N. C., "Dispatch" Appointment

Frost, Landis & Kohn, publishers' representatives, New York, have been appointed national representatives of the Wilmington, N. C., *Dispatch*.

First Evening Paper in Chicago

The Chicago Evening American's lineage gain for the first three months of 1923, compared with the same period of 1922, exceeds that of any other Chicago evening newspaper.

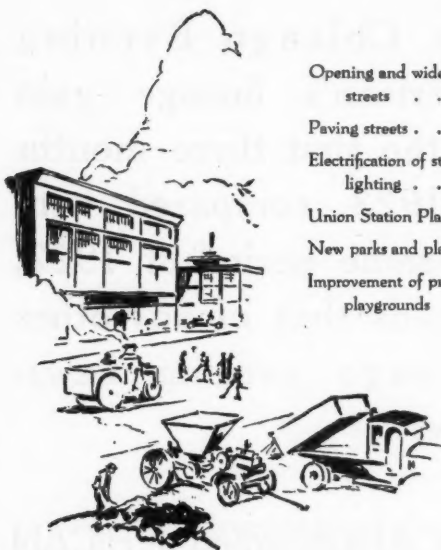
CHICAGO EVENING AMERICAN

A Good Newspaper

***First Evening Paper in Chicago
Third in America***

St. Louis
the City with
\$87,000,000
to spend on
Municipal
Improvements

\$28,850,000



Opening and widening streets	\$8,650,000
Paving streets	5,800,000
Electrification of street lighting	8,000,000
Union Station Plaza	2,600,000
New parks and playgrounds	2,500,000
Improvement of present playgrounds	1,300,000

Globe
St. Louis'

F. St. J. Richards, . . . New York
Guy S. Osborn, Chicago
J. R. Scolaro, Detroit

Geo. K.
and A.
o. Ame

for Streets and Parks

DO you sell stone? . . . Do you sell cement? . . . Do you sell machinery, tools, wire, cables?

Do you offer landscaping service? . . . Engineering service?

Do you sell athletic equipment? . . . Do you sell workmen's gloves, candy, hairnets, automobiles?

St. Louis needs all these things—needs them more than ever. St. Louis is going to grow. St. Louis is going to spend millions, not only on the items in her bond issue, but on all the things which a growing, thriving, well-paid community needs.

Reach St. Louis, as a city, and as a group of individuals, through St. Louis' only morning newspaper.

Ask our Service and Promotion Department how to do it.

the Democrat
is' Largest Daily

We could not be satisfied
unless we gave St. Louis
her BEST Newspaper.

New York Geo. Krogness, . . . San Francisco
Chicago and Agency, Ltd., . . . London
Dallas American Newspapers, . . . Paris

If

perfect communism prevailed here —if there was no money—if you could pick out any printer you fancied, how long do you think it would take you to hook up with the CHARLES FRANCIS PRESS?

How long would you put up with indifferent service and inferior workmanship?

If such an economic condition prevailed, there would be a line half a mile long before our doors every morning.

Communism won't come—at least in our generation—but people are learning more and more that the only value money has is what it will buy.

Charles Francis Press

Printing Crafts Building Telephone Longacre 2320

461 Eighth Avenue, New York City

Putting a Personality behind the Advertising

Real People, Telling Real Facts about the Product, and Born of the Old Testimonial Idea, Still a Potent Idea in the Campaign Scheme

By W. Livingston Larned

A NOTED speaker once said that he was always sure of his audience, once he had quoted some well-known person in the public eye.

Those "out front" were sympathetic. They had more confidence because of quotations. They trusted that which seemed to come or actually did come, from a living personality.

Yet this is no more than the old, old testimonial idea. Glorifications of it are what help to keep it young.

There is scarcely any campaign that does not permit of this form of advertising. When a real person, a marked individual, talks to the reader or is quoted, conviction is very apt to follow. The message is "believed," in other words.

People are far more apt to take the word of a specific character than of an unknown copy writer, stating facts about the product. Very often, during the lifetime of an advertising campaign, there are unexpected and unforeseen opportunities for using a well-known name as background data. One of the cleverest things the California Packing Corporation ever did in behalf of Del Monte fruits and vegetables, was to fall with both feet upon a glorified testimonial, and thus put personality into the advertising.

Amundsen became a temporary advertising feature. He wrote a letter to the advertiser that was advertising material par excellence:

"I have been carefully investigating," said he, over his own signature and under his own private letterhead, "what kind of canned fruits and vegetables and dried fruits I should choose for my forthcoming Polar expedition

and have decided to use exclusively your 'Del Monte' brand. I am enclosing herewith a list of my requirements."

Think of the possibilities of such a letter as this for advertising purposes. Think of a portrait of the famous explorer, a vista of him in his far north, polar-bound territory. Think of what it means when a man of this calibre deliberately states that a certain brand of canned goods is best for an adventure that may be ice-bound for a year—or more. There is real romance in the story. It is sure to make a deep impression.

Thus an advertising campaign takes on an extraordinarily active and efficient sales helper. A man who is known in all countries, everywhere, speaks warm praise for a certain product.

THE VICTOR COMPANY USES IDEA

One of the most impressive campaigns ever produced for the Victrola featured names—people of prominence in the musical world. It has been done before, but not in just this way. A list of band directors was arranged: Pryor, Sousa, etc. The illustrations showed these men, close up, and in action. The faces were large. They had been drawn from life. Sousa looked out at us from the page, as we had so often seen him in real life. There was no background; there were no accessories. It is just one dominant personality to an advertisement, with every ounce of steam concentrated upon him.

"Sousa plays for you" the headline read. And all through the text the suggestion was advanced that if the greatest band leaders in the world select the Victor Talking Machine and its records, as an outlet, then this must mean

quality supreme. Sousa, for example, would under no circumstances, select an inferior unit of distribution. A celebrity is back of the advertisement, talking in its behalf. The advertiser and the copy writer and every other individual usually associated with advertising takes a back seat while somebody who is real, who is

sent to the big city and had a line drawing made, one column wide, of himself, all smiles and amiability. Then, in his own blundering, clumsy way, he began to write his own advertising copy. It was not by a style purist, and there were times when he broke forth into awful verse, but from the moment that personally signed



Sousa's Band plays for you

and it plays music of your own choosing. The band of the great March King plays as many encores as you wish—such playing as is possible only when Victor records and Victrola instruments are used together. You can hear not only Sousa's Band, but Conway's Band, Pryor's Band, Vesella's Band, U. S. Marine Band, Garde Republicaine Band of France, Band of H. M. Coldstream Guards, Banda De Alabarderos—the greatest bands of every nation and the best music of all the kinds the whole world has to offer.

Victrolas \$25 to \$1500. New Victor Records demonstrated at all dealers in Victor products on the 1st of each month.

AUTHORITY SPEAKS—THE MANNER IN WHICH VICTOR IS FOCUSING ATTENTION ON ITS SALES MESSAGE

known, who is honest, and presumably unbiased, does the advertising talk. It never fails to make a hit. It is the most impressive of all appeals.

Many, many years ago, the writer recalls, in a certain little average country town, one merchant—a grocer—after repeated attempts at local newspaper advertising, in competition with his fellow-tradesmen, suddenly hit upon the idea of putting his own personality behind every piece of advertising he produced. It was the first time, we believe, it had been done in this section and it immediately made a sensation.

First of all, "Mister Benton"

advertising began to appear, the Benton Grocery prospered as it had never prospered before. The county was more interested in what a certain, definite person, known to them, had to say, than in the generalities of impersonal appeal. The last we knew of Benton he had turned over a very large wholesale grocery business to his three sons—the largest in that part of the South, as a matter of fact. And he always said that his fortune was based on the little, homely, personally written and signed advertisements of his earlier days. He became known and respected everywhere.

A great many manufacturers are accepting this theory of advertising and doing

it in a larger way than Grocer Benton could have hoped to do it. A notable case was the magazine campaign for the Homer Pipeless Furnace. A characteristic piece of copy running as follows explains much of the manner and spirit of this style of advertising:

"Meet Mr. Strong, Inventor of the pipeless furnace. Mr. Strong, of Coldwater, Michigan, inventor of the pipeless furnace, is a man well worth knowing—a man whose name will go down in history as one who rendered a very real service to humanity—the man who freed hundreds of thousands of homes from the drudgery of caring for stoves and

Circulation of The Christian Science Monitor

The average daily net paid circulation of The Christian Science Monitor, for the six months ended March 31, 1923, was

81,425

as compared with 53,593 for the six months ended September 30, 1922. Average daily net paid circulation for the month of March, 1923, was

90,436

These figures indicate gratifying progress, but they afford no real indication of the value of advertising space in the Monitor, which is based on the class of readers reached, the interest they take in the publication and its entire contents, and their responsiveness to advertising messages.

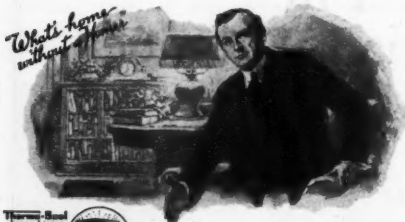
The Christian Science Monitor

An International Daily Newspaper
MEMBER A. B. C.

made 'hugging the base burner and the cook stove' only an unpleasant memory."

There was a very striking, human, unposed picture of Mr. Strong, just starting from his easy chair, looking out at the reader and extending a hand.

*What's home
without a furnace?*



Meet Mr. Strong inventor of the pipeless furnace~

Mr. Samuel D. Strong, of Colchester, Billington, inventor of the pipeless furnace, is a man who knows how to live. He has built a home which is a real home, a place where he can relax and enjoy the fruits of his invention—the one who has been the source of the discovery of using the stove and making "hugging the base burner and the cook stove" only an unpleasant memory.

In 1909, with his own hands, he built the first pipeless furnace in his little shop, which later grew to be the Homer Furnace Company, of which he is today president.

In thousands of thousands of American homes, the purchase of a pipeless furnace will be desired in the year. So, it is important to know which is the original pipeless furnace.

Other manufacturers have followed Mr. Strong in the field, but the Homer Pipeless Furnace Company has secured advantages, designed and patented by Mr. Strong, which others cannot copy.

For example, there is the Thermo-Blast Inner Lining. It is the furnace which permits the reduction of heat from the larger chamber, forcing heat, concentrated so to speak, from one tiny inch of heat. Then there are the base and end mounting brackets, which make the Homer Pipeless Furnace last a lifetime, and the extra heavy bracing, scientifically designed to increase heat.

There is a Homer design now, also, which will be glad to get only one day these furnaces, but also will set up your heating system—who will build a furnace—correct in design, size and construction to heat your home perfectly, and at the lowest possible expense.

We have written the "History of the Pipeless Furnace," beginning with Mr. Strong's early experiments, and an interesting book. Write today for this book and name of your nearest dealer.

HOMER FURNACE COMPANY, Colchester, Mich.

HOMER

Original Patented
PIPELESS FURNACE

HOMELY COPY, USED IN NATIONAL PERIODICALS, TO WHICH PERSONALITY GIVES REALITY AND CONVICTION

There was much about Mr. Strong, all of it unassuming, and quietly written, as in this case: "In 1909, with his own hands, he built the first pipeless furnace in his little shop, which later grew to be the Homer Furnace Company, of which he is today president." The trick of this humanized appeal, is to always keep it keyed down to a very natural level of expression. It should make the public take an interest in the man who is doing the talking or whose personality is locked with the product.

In a newspaper campaign for Revelation Tooth Powder, a mixture of the personal and the human copy was used to good effect.

These advertisements were all signed by August E. Drucker and were intensely frank in what they had to say:

"Ten years ago my wife manufactured all the Revelation Tooth Powder sold. She ground it out with a small machine, while I trudged the streets introducing it to dentists. Sometimes, when we could afford it, she had a boy to help her. That was ten years ago.

"Today I have a big factory which turns out millions of cans of Tooth Powder every year. That first paragraph sounds like bragging or an ad for a correspondence school, but it isn't that at all. It serves to illustrate a point which I believe to be the best advertisement any product could have. It is this: Revelation Tooth Powder made good its promises. It made teeth white and clean. Everyone who tried it once was satisfied and used it always. In short, it sold itself. I never advertised in New York, for example, before and I never had a salesman ex-

cept myself."

There was a hint of the old mail-order style of copy in this campaign, but many modern advertisers are asking why this should not be. Why not mail-order appeal for all advertising—that is, to the extent of its methods, its hard-hitting logic and common sense?

It has always been said that sympathy is akin to pity, in its power to move mountains. To gain the sympathetic understanding of the customer, the prospect, is to be assured of the sale. The public rather generally responds to stories that tell of the early struggles of a manufacturer. "He deserves to succeed," is the silent observation, followed by the feel-



GAINS!

ACCORDING to the circulation statements filed with the Government as of April 1, 1923, only two New York morning papers increased their distribution over the corresponding period covered by the Government statement of the previous year.

The figures are:

	April 1, 1923	April 1, 1922	Change
THE WORLD . . .	392,387	387,191	5,196 Gain
The Times . . .	370,266	372,801	2,535 Loss
The American . . .	434,198	456,335	22,137 "
The Herald . . .	170,257	177,629	7,372 "
The Tribune . . .	131,613	137,485	5,872 "
The News . . .	551,457	440,482	110,975 Gain

(Tabloid Picture Paper)

Thus, THE WORLD was the only standard-size newspaper in its field to gain in circulation. Its increase over October 1, 1922, is 10,300.



MALLERS BUILDING
CHICAGO

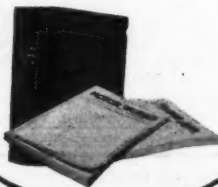
PULITZER BUILDING
NEW YORK

FORD BUILDING
DETROIT

John Aar



Motor World and Motor Age subscribers do nearly three-quarters of all the buying in the trade. This is an index of their character. These solidly financed dealers, more than half of them rated, are the men who buy in quantities and who pay for what they buy—the men from whom an advertiser can expect the continuance of adequate representation.



John
mobil
Their
by si
cessor
and 1
the s
matel
and
same
eight
at 8

Here
much
fore
appe
But
differ
feren
busin
tinct
far a
from
clina
mind

This
read
reac

M

T
New
Wide
Merch
Publ
TRA

And Harry B!

John A. and Harry B. are automobile dealers and garagemen. Their places of business are side by side. Each sells cars and accessories and operates a garage and repair shop. They both wear the same kind of hats, approximately the same kind of clothes and eat the same, or about the same, kind of food. Each sleeps eight hours a day and goes to work at 8:30 in the morning.

Here, you say, are two men as much alike in interest and therefore as susceptible to a common appeal as any two men can be. But John A. and Harry B. are different. They are radically different. They consider all their business problems from two distinct points of view, which are as far apart as one end of a thing is from the other. John A. is by inclination and cultivated habits of mind a salesman. Harry B. is a

natural-born mechanic. Both sell cars and accessories. Both operate maintenance and service departments. But John A. goes in for maintenance and repairs because they help him to make sales, while Harry B. goes in for selling because it helps his garage and repair shop.

John A. looks at everything as a problem in merchandising. Harry B. sees things with the eyes of a mechanic. To John A. the main object and the greatest job in business life is to sell something; to Harry B. the source of greatest satisfaction is in fixing it. Selling is John A.'s hobby; Harry B.'s is maintenance and service.

John A. reads MOTOR WORLD and swears by it.

Harry B. reads MOTOR AGE and says he couldn't get along without it.

This explains why Motor Age and Motor World both serve their readers more intimately than could a single paper attempting to reach all dealers through the same pages.

MOTOR AGE

MOTOR WORLD

Naturally there
is little duplication
of subscriptions
only 4.2%

THE CLASS JOURNAL COMPANY

New York, U. P. C. Bldg.; Chicago, Mellers Bldg.; Boston, 185 Devonshire St.; Philadelphia, Widener Bldg.; Cleveland, Guardian Bldg.; Detroit, 317 Fort St. West; Indianapolis, 1212 Merchants' Bank Bldg.

Publishers of AUTOMOTIVE INDUSTRIES, MOTOR WORLD, MOTOR AGE, MOTOR TRANSPORT, EL AUTOMOVIL AMERICANO, MOTOR BOAT, DISTRIBUTION & WAREHOUSING, THE TIRE RATE BOOK, THE AUTOMOBILE TRADE DIRECTORY

ing that because of the great sincerity of the narrator, the product must possess that good old-fashioned honesty in its manufacture.

The basic copy idea of the supposititious person, or the mythical background for statements is giving away to positive statements, grounded in absolute reality. Checking up of campaigns proves that they are the more successful. They are believed, which is perhaps most important of all.

The advertisement possessing vigorous personal, intimate, heart-to-heart appeal, spiced and flavored with all the ear-marks of reality is just now a popular vogue, yet it is no more than a return to the safe principles of advertising upon which the earliest successes were built.

An Article Worth Keeping

THE PHILIP RITTER COMPANY, INC.
NEW YORK, Mar. 14, 1923.

Editor of Printers' Ink:

The facts of the Campbell's Soup campaign in *Printers' Ink Monthly* for March are well worth having and we congratulate you on a worthwhile and constructive editorial policy.

THE PHILIP RITTER COMPANY, INC.
J. W. JOHNSTON,
Secretary.

Westinghouse Air Brake Earnings Increase

The Westinghouse Air Brake Company, Wilmerding, Pa., for 1922, reports net income of \$6,964,915 after Federal taxes, as compared with \$705,546 in 1921; \$5,330,403 in 1920, and \$6,287,569 in 1919. Patents and good-will are carried at a valuation of \$4,942,649.

Refrigerator Account with Sandmeyer Agency

The Illinois Refrigerator Company, Morrison, Ill., has appointed R. E. Sandmeyer & Company, Chicago advertising agency, to handle its advertising account. During the coming year a newspaper and magazine campaign is planned for this company.

Sehl Agency Has New Bumper Account

The Igo Vertical Bumper Company, Chicago manufacturer of automobile bumpers, has placed its advertising with the Sehl Advertising Agency, Chicago. Newspaper, business-paper and outdoor advertising will be used for this account.

Direct Mail Association Pro- gram Committee

Edward T. Hall, secretary of the Ralston Purina Company, of St. Louis, has been appointed chairman of the program committee for the Direct Mail Advertising Association's convention which is to be held at St. Louis, October 24, 25 and 26.

The other members of the committee are Homer J. Buckley, of Buckley, Dement & Company, Chicago, and William Feather, of the William Feather Company and owner of *The Mailbag*, of Cleveland, O.

New Accounts for The Dauchy Company

The A. L. Burt Company, publishers, and the Hinkle Iron Company, both of New York, have placed their accounts with The Dauchy Company, advertising agency of that city. Business papers and newspapers will be used for both accounts and a national campaign in magazines is planned for the first-mentioned account.

Forms Direct Service at New York

A direct advertising service under the name of the Press Discount Service has been formed at New York by Leo Chanin. Mr. Chanin was formerly with the Standard Rate and Data Service, Chicago. More recently he has been advertising manager of the C. Nestle Company, of New York.

Appoint Eastern Representative

The *Co-Operators Herald*, monthly farm publication, St. Paul, and the *Franciscan Herald*, religious monthly, Chicago, have appointed Thomas H. Child, publishers' representative, New York, as their Eastern representative.

"Building Industry" Appoints Eastern Representatives

Building Industry, of Cleveland, has appointed R. T. Huntington and Associates, New York, as Eastern representatives in the territory of New England, New York and New Jersey.

Johnstown, Pa., "Democrat" Appoints Benjamin & Kentnor

The Johnstown, Pa., *Democrat* has appointed the Benjamin & Kentnor Company, publishers' representatives, New York, as its national advertising representatives.

Gerald O. Harris Joins Denver Agency

Gerald O. Harris has joined the Condon Advertising Agency, of Denver, Col., as director of art. He recently conducted an art business at New York.

The Wednesday Morning Club met at Mrs. Brown's yesterday



"For the Browns are the real supporters of progress in the arts. They are always the first to take up the new idea. Who had incandescent mantles first? Neither you nor I; but the Browns had them while we walked in darkness. Who first discarded the old musical box and bought the gramophone? Who seized the safety bicycle and made it their own? Who listens to the voice of the inventor crying in the wilderness? Not the cultured and leisured ones of the land, not the literary and scientific, but the Browns, the Cerebos of the earth. They are the people who read the advertisements."

WILLIAM MCFEE in "*Casuals of the Sea.*"

The Wednesday Morning Club met at Mrs. Brown's yesterday

AROUND the house after breakfast-time is no place for a husband.

Yesterday morning at the Browns' was no exception. Mr. Brown was, in fact, hurried through breakfast—and the children, too. Douglas was even rushed off to school with a hair-comb indicating a lack of responsible supervision; while Mr. Brown was bade good-by with an abstracted air that caused him to examine his conscience from time to time during the day.

The occasion, however, was no more serious than the first meeting of the Wednesday Morning Club to be held at Mrs. Brown's. But let the Fairport *Evening Call* take up the story:

MRS. WILLIAM W. BROWN ENTERTAINS WEDNESDAY MORNING CLUB

The Wednesday Morning Club met at the home of Mrs. William W. Brown this morning at 11 o'clock. One of the most interesting meetings of the year was featured by an original paper by Mrs. Howard R. Henley-Jones on "The New American Literature."

At 1:30 a charming and delicious luncheon of tomato bisque, chicken patties, French peas, artichokes, date soufflé and coffee was served.

It was voted one of the most successful of these gatherings of Fairport's social leaders; those present including Mrs. Felix Warburton, 3rd, Mrs. Howard R. Henley-Jones, Mrs. Robert C. Van Zandt, Mrs. Curtis M. Alexander, Mrs. Theodore M. Knight, Mrs. John B. Gore, The Misses Ellery, Mrs. Virginia Pratt and Mrs. Marshall S. Watson.

Thus the social editor for the Fairport *Call*—but if he had possessed the pen of a Bennett or a Wells!

For his item told so little of what really went on within the Brown home yesterday!

—of the buzz and preparation that followed upon the closing of the door behind Mr. Brown; of instructions to Julie in the kitchen and the ordering of the luncheon-table; of the studied arrangement of furniture in the living-room and the unstudied arrangement of a cluster of fresh daffodils from Leavitt's; of the relegation of certain books and magazines to the closet shelf and their replacement by new copies of "This Freedom," "Cytherea" and "Babbitt," *The Bookman* and *The Dial*.

—of that curiously unctuous atmosphere so typical of Wednesday Morning Clubs everywhere that greeted Mrs. Henley-Jones's admirable, if slightly dreary, paper; of the air of preoccupation on the part of Mrs. Brown that proved her more concerned with affairs in the kitchen than with the future of Sherwood Anderson; of the stiff and embarrassed silence that hung about Mrs. Gore's assertion that she "couldn't abide Sinclair Lewis since he wrote that terrible Jungle Story."

—of the younger Miss Ellery's casual but far-reaching remark to Mrs. Brown, "What charming French windows you have! Do you know, a baby-grand piano by them would make this the prettiest room in Fairport!"

Fatal comment! Mr. Brown does not know it, yet, but there will be a baby-grand piano in his home next fall in place of the present upright; and he will have Miss Ellery to thank for it. But then, the ladies of the Wednesday Morning Clubs have a lot to answer for—if everything were known.

The Wednesday Morning Club is only one influence to aggravate the aspirations of the Browns. *The Designer*, favorite magazine of the

ladies of the Wednesday Morning Club in Fairport (and elsewhere) is another.

In fact, *The Designer* is by way of being a kind of Wednesday Morning Club on a large scale itself—but if you have merchandise that seeks adoption of the first ladies of Fairport, under what more favorable auspices would you introduce discussion of it than at the meetings of the Wednesday Morning Club?

Or when they occupy themselves with their copies of *The Designer*?

The DESIGNER

THE DESIGNER PUBLISHING COMPANY, INC.
NEW YORK



When Customers Suggest New Designs for the Product

How J. R. Wood & Sons Followed Through a Request for a Specially Designed Ring

IT happens frequently that a manufacturer is requested to devise a specially designed article. The request may originate with the company's salesmen, jobbers, retail distributors or ultimate consumers. Where compliance would interfere with factory production it is usually necessary to decline with thanks. This is especially the case when the management is striving for standardized output.

In certain fields, though, a considerable amount of business originates in this fashion and since higher prices are charged for the special orders there is no loss in handling the work. Elsewhere, there are occasions when one of these chance requests may show possibilities of leading to a profitable addition to the line.

An interesting story was told in this connection by Alfred T. Hunt, of J. R. Wood & Sons, Brooklyn, N. Y., jewelry manufacturers, wedding ring makers and diamond cutters, in an address before the Brooklyn Advertising Club. Extracts from this portion of the speech are given below since the incident illustrates, so graphically, the importance of studying these special orders for new business opportunities and following them through carefully when they give signs of developing into something worth while.

"A wealthy patron of one of our old New York customers," explained Mr. Hunt, "asked us to originate a ring enriched with real American associations. We enlisted for this purpose the co-operation of some of the oldest and best American families. Several exclusive society organizations were approached, and as a whole great interest was displayed in the unique idea presented to them.

"Old marriage contracts, love

letters, records and books, yellowed with age, were carefully gone over, and after painstaking research we were able to trace the earliest American romances and the part that flowers played in their course.

BACK TO THE PILGRIM FATHERS

"In a time-worn parchment appears the fact that the first wedding celebrated in the Pilgrim colony took place in the early spring, after their first winter on the cold shores of New England. Very few flowers were yet in bloom, but on the hillsides of Plymouth, from under the dead leaves and melting snows, peeped the starry Arbutus, like the guiding Star of the East, as if to announce Heaven's benediction over the wedding.

"This was a new flower to the Pilgrims, unknown in Europe, and distinctively American. With a dainty sprig in her little grey dress and a quaint bouquet of its blossoms in her hand, Susanna White, the first Pilgrim bride was married to Edward Winslow who was already a leader in the Colony, and later became its governor.

"The Arbutus blossom again gleams like a beacon light to happiness in the later romances of the Pilgrims. Longfellow's sweetest lines describe how John Alden came to woo the Puritan maid, Priscilla, with a cluster of Arbutus blossoms picked in the woods near her home.

"These happy beginnings in distant years bestowed on the Arbutus that meaning found in quaint old dictionaries of flower symbolism: 'Thee Only Do I Love.'

"We were curious to discover just what fascination the Arbutus had for our early sweethearts, so traveling Eastward we rambled through the spring woods of Ply-

mouth, plucking, watching and studying the flower unfold. In the space of only a few hours we saw it assume three forms: a heart, a bell, and a star! As a pink-white heart it pushes its way timidly into the light of day. By noon the spreading petals have made a little hanging bell. And before the sun has set the bell has opened wide in a five-pointed star. If Nature herself had intended this flower for love and wedding rings, she could not have given it happier forms. What other flower could be so appropriate? The heart of tender love—the joyous wedding bell—the guiding star to lasting happiness."

Packers and Stockyards Act Working Effectively

The Packers and Stockyards Act is now established as a beneficial and stabilizing factor in the livestock industry according to a statement issued last week by Henry G. Wallace, Secretary of Agriculture. The act has brought about a better relations among packers, producers, exchanges and co-operative associations which leaders in the industry have recognized, the Secretary said. The act is intended to prevent and correct irregularities and abuses, such as control of prices, unfair, discriminatory or deceptive practices and unjust rates and charges in the livestock and meat business. "As an instance of the benefit the public receives from the administration of the act," says Secretary Wallace in his report, "let me cite our action in compelling a large packing company to cease selling fifteen ounces of butter in cartons designed to hold one pound. These cartons were labeled as containing fifteen ounces, but it was held that the public would note the size of the carton and jump at the conclusion that a pound was contained. Since then, national organizations have endorsed the principle of standard containers."

Kissel Motor Car Company Appoints John Tainsh

John Tainsh has been appointed vice-president in charge of sales of the Kissel Motor Car Company, Hartford, Wis. For nine years Mr. Tainsh had been general sales manager of the Mitchell Motors Company, Inc., Racine, Wis.

Tacoma "Ledger" Pacific Coast Appointment

The Tacoma, Wash., *Ledger* has appointed M. C. Mogensen & Company, Inc., publishers' representatives, San Francisco, as its Pacific Coast representatives.

How Western Union Makes Use of "Printers' Ink Monthly"

THE WESTERN UNION TELEGRAPH COMPANY

New York, Apr. 3, 1923.

Editor of PRINTERS' INK:

I am writing to inquire whether you have any objection to our reproduction in pamphlet form for dissemination among our people who attend upon the public the very interesting article by Amos Bradbury entitled "Courtesy and Rewards," printed on page 36 of *Printers' Ink Monthly* for April. We would of course properly credit the same to your publication in our reproduction which would be solely for the purpose of stimulating our employees in the courtesy which it is our desire that they shall invariably express.

THE WESTERN UNION

TELEGRAPH COMPANY,

J. C. WILLEVER,
Vice-President.

A Trade-Marked Doll House Advertised

The "Jenny Wren" doll house and furniture is being advertised in business publications. The product thus dignified is made of light substantial steel and painted in different colors. Application for registration of the trade-mark was made recently. This class of toy is an entirely new venture by the maker **PRINTERS' INK** is informed by George A. Stetson, of The Elastic Tip Company, rubber goods and specialties, Boston, Mass.

Financial Advertisers' Association Appointment

I. I. Sperling, advertising manager of the Cleveland Trust Company, of Cleveland, O., has been appointed chairman of publicity for the national convention of the Financial Advertisers' Association which will be held during the convention of the Associated Advertising Clubs of the World at Atlantic City, June 3 to 7.

Sears, Roebuck Sales Increase

Sears, Roebuck & Company, Chicago, report gross sales for March of \$19,755,338, as compared with \$15,801,061 for the same month of the previous year, an increase of 25.03 per cent. The company shows a gain for the first quarter of the year of 31.6 per cent, the gross sales totaling \$55,800,179, against \$42,402,791 in 1921.

Atlanta Advertising Business Will Change Name

Waples-Williams Associated, advertising, Atlanta, Ga., after May 1, will be known as the Waples-Freitag-Williams Company. Joseph V. Freitag, the new member of the firm, recently resigned as advertising manager of Norris Incorporated, candy, Atlanta, Ga.

play fair with the city dealer!

A RETAILER who consents to stock a product upon the manufacturer's promise that "we're going to create demand among your customers with a big newspaper advertising campaign" has a right to expect that that promise will be carried out *literally*.

And when a manufacturer, buying space solely on a circulation basis, employs newspapers with a high percentage of duplicated circulations, big country circulations, and combined circulations which fall far short of coverage, *he doesn't play fair with the city dealer.*

St. Louis and its environs, a compact market with thousands of progressive retailers, is the primary consideration of advertisers seeking to develop business in this territory. It is *thoroughly covered*, and most *economically*, *only* by a combination of the two principal evening papers.

One of them, necessarily—



THE ST. LOUIS STAR

the city that
is spending a
bond issue of
\$1,000,000
for civic
improvements

National Advertising Representatives
STORY, BROOKS & FINLEY

New York

Chicago

Philadelphia

St. Louis

Los Angeles

San Francisco

Can a Trade-Mark Be Sustained if Owner Doesn't Use It?

This Interesting Question Was Brought Out in New Eskimo Pie Decision by Patent Office When Registration of Trade-Mark "Frost Bite" Was Granted to Flynn Dairy Company

ACCORDING to a recent decision of the United States Patent Office the Flynn Dairy Company of Des Moines, Ia., is given the right to register a trade-mark for a new ice cream confection known as "Frost Bite." The Russell Stover Company, which later was succeeded by the Eskimo Pie Corporation, opposed the application on the ground that the trade-mark "Frost Bite" infringed upon its trade-mark "Eskimo Pie." The article involved is chocolate-coated ice cream.

The main argument upon which the Flynn Dairy Company based its declaration of rights to register its trade-mark was that neither the Russell Stover Company nor the Eskimo Pie Corporation actually manufactured and sold goods under that name. What the companies actually did do was to license various ice-cream producers to manufacture "Eskimo Pie," thus giving them the right to use the trade-mark.

It was shown that the only use of the trade-mark ever made by the Russell Stover Company so far as the actual manufacture and sale of goods is concerned was in Omaha, Neb., where Christian K. Nelson, inventor of the Eskimo Pie process, personally accepted money for a few bars to be used locally.

"This," the Flynn company declared, "suggests a question of law which already must have become apparent. The question is, Can a trade-mark be sustained where it has never been used by the person claiming it? If, to be a trade-mark, the name or device must indicate origin with the owner and since the owner is the only person who, under the statute, can be the registrant, how can the

opposer here be the owner of a mark which it has not used and which cannot therefore indicate origin with it? The name "Eskimo Pie" is not an indication of origin but is used merely as the name of a patented article and is therefore descriptive and not a trade-mark.

"Anyway the only common feature in 'Eskimo Pie' and 'Frost Bite' is the suggestion of cold. This is the first instance of which we are aware where the thermometer has been used as a measure for infringement. It would, we think, be difficult to get two marks more widely variant in sound and appearance, and of less likelihood of causing confusion than 'Eskimo Pie' and 'Frost Bite.'"

When the matter came up in the Patent Office for final hearing the counsel for the Russell Stover Company conceded that the objections to registration contained in the notice of opposition were insufficient to establish damage. The Flynn company therefore was granted the registration privilege which it sought.

Victor H. Hanson Buys Montgomery, Ala. "Advertiser"

Victor H. Hanson, publisher of the Birmingham, Ala., *News*, has acquired a three-quarters interest in The Advertiser Company, which publishes the Montgomery, Ala., *Advertiser*, through the purchase of fifty per cent of the capital stock which has been held by the heirs of the late Major W. W. Screws, and twenty-five per cent of the capital stock held by Charles H. Allen, publisher of the newspaper.

Under the new ownership, Mr. Hanson becomes president of the company, W. T. Sheehan vice-president, and R. F. Hudson, secretary-treasurer. Mr. Allen will continue with the *Advertiser* in an executive capacity.

Twenty-eight years ago Mr. Hanson joined the *Advertiser* as a circulation solicitor, later becoming advertising manager. He was appointed vice-president and general manager of the Birmingham *News* in 1909, purchasing a controlling interest in that newspaper the following year.

Minneapolis "Tribune" Pacific Coast Appointment

C. George Krogness, publishers' representative, San Francisco, has been appointed Pacific Coast representative of the Minneapolis, Minn., *Tribune*.



Reaping the harvest

YOUR national advertising sows the seed of desire for your product; Giant Ads reap the harvest *at the dealer's store*. Exactly like your national copy in text and appearance, the Giant Ad jogs back your prospect's memory to the day when he read your copy in the magazine and reminds him of his decision to buy. He can't forget, for the Giant Ad does its reminding *at the store*, where your product is for sale.

By increasing the number of interested prospects *who actually buy*, Giant Ads strengthen the advertising campaign at a point where thoughtful advertisers have felt its weakness. Giant Ads can be made in any size up to 38" x 50", in black and white or in any number of colors—usual sizes are 17" x 22", 19" x 25", 25" x 38". Write or phone for rate card, descriptive booklet and samples.

NATIONAL PROCESS COMPANY, Inc.

117-119 East 24th Street, New York Phone: Mad. Sq. 3680

Philadelphia Office: 1420 Chestnut Street.

Phone: Spruce 1173

Pittsburgh Office: 335 Fifth Avenue.

Phone: Smithfield 1162

GIANT ADS



"Build thee more stately mansions * * * and
let each new temple be a temple to the true"

The Elks National Memorial Headquarters Building to be

"Build thee more stately mansions . . . and
let each new temple be a masterpiece of the art."

The Elks National Memorial Headquarters Building to be located opposite Lincoln Park and the Lake, Chicago, is a striking example of architectural development in America.

It is as unique in design as is the personality of the magazine which it will house.

850,000 Elks have determined that no expense shall be spared in its workmanship or materials, and with equal determination they insist that The Elks Magazine shall carry nothing but the products of America's foremost writers and artists.

The Elks *Magazine*

"The largest proved male circulation in America"

50 East 42nd Street, New York City

Telephone Vanderbilt 8767

Delivered to Good Homes and Stays There

EACH morning Detroit women turn eagerly to The Detroit Free Press, for they find its pages to be mirrors in which their own interests are reflected.

That is a reason for the large proportion of Free Press circulation that is home delivered—the only type of circulation to which the advertiser can turn for continuous, unquestioned resultfulness.

Advertisers everywhere, both locally and nationally, know that in Detroit The Free Press cannot be outclassed in its power-to-produce, its exclusive ability to convert today's advertising investment into today's business.

The Detroit Free Press

"Advertised by its Achievements"

VERREE & CONKLIN, INC.

Foreign Representatives

New York

Chicago

Detroit

San Francisco

Finding a Copy Transmitter in a Mythical Organization

Getting Sales from Engineers, with a Tale of the Activities of an Imaginary Company

By W. B. Edwards

AN ash gate is a forbiddingly technical device. Power plant engineers, on whose recommendations ash gates are purchased, are technical men. The Allen-Sherman-Hoff Company, Philadelphia, manufactures an ash gate. Its sales point of contact is the power plant engineer.

Ordinarily this would mean industrial advertising confined to a photograph of the product and technical copy treatment. No disparagement is implied. This type of publicity in the industrial press needs no defense. It has proved its efficacy.

Nevertheless, this manufacturer disregarded precedent. One reason was the desire to be different. More important was the necessity of creating an unfeigned interest in the advertising and the product. The company wanted to induce engineers to read the copy and to look forward to future advertisements with pleasure.

Any industrial advertiser will testify that the problem is not easily solved. It is not difficult to write copy that is both different and interesting. An advertisement in industrial publications by George Ade, in his customary style, would do the trick. But in addition, advertising has to be a sales creator. It must not merely gain attention and then lose it.

Another difficulty was that, peculiarly enough, the company's customers are its worst competitors. That is, it is possible for customers to build apparatus equivalent to A-S-H hoppers out of re-enforced concrete. Until three years ago, this was almost standard practice. The problem was to make prospective customers believe that Allen-Sherman-Hoff could build better apparatus than they could themselves.

The Allen-Sherman-Hoff solu-

tion was the creation of a mythical company. This organization, was going to build a power station, to be called Santanna. Through the mouths of the executives of the imaginary organization it was planned to discuss the interesting phases of power station erection with only incidental mention of the Allen-Sherman-Hoff Company and its ash gate.

The first advertisement, which ran over two pages was captioned: "These Three Men Will Build the New Santanna Superstation." The text read as follows:

Mr. Christopher Constable, known to his associates as Chris, is the General Manager of a Company which, having grown from a comparatively small station to a number of large stations, is now going to build a superstation which they propose to name SANTANNA. Chris works directly on authority of the Board of Directors. He is democratic in every sense of the word, yet those in his organization appreciate that his word is final. What Chris says goes. He is a long-headed, shrewd business man, well grounded as a power-plant engineer and respected.

John C. Timm, Chief Engineer of the Company, is known as Jack. Considerable of a student along engineering lines, particularly in thermo-dynamics, he has had years of experience in designing power plants, watching them being built and watching their operation thereafter. His mind is open on any engineering subject and he is willing to use anything in his power plant that, in his opinion, will be carefully made, guarantees better efficiency or better operating conditions. Jack is cautious, however, and will go into a new project only after very thorough consideration.

William McGee is the Construction Superintendent. McGee is known as Bill, and has been a field man all his life. Bill eats up difficult jobs; the harder the conditions, the better. When on large work he is a tremendous driver; hours of work mean nothing to him—he talks and thinks in terms of speed, yardage and tonnage. While he requires his men to work hard he can, and does, outwork any of them.

These are the men we want you to meet. They will exchange letters and comments concerning the building of the big SANTANNA Superstation, swap ideas and get into friendly scraps, but all for

the good of the cause. Other characters will be introduced, as the work grows, and you will be interested in checking progress and seeing how they overcome their difficulties.

Watch this series carefully—each Week in —.

The second page of the advertisement consisted of photographs of the three fictitious characters posed by suitable models. Christopher Constable was shown at his desk, dictating; the chief engineer was studying a blue-print, and Bill McGee was in his favorite atmosphere, the shop-yard, where one would expect to find a construction superintendent.

The succeeding advertisements, each page-size, consisted of reproductions of inter-office correspondence passing between the three executives. Memorandum number one had the heading: "Starting the Santanna Superstation." It was written by the General Manager to the Chief Engineer and read:

My dear Mr. Timm:

Our Board of Directors yesterday authorized the first 20,000 K.W. unit of our new SANTANNA plant. Now that we have the money—by George—let's build a real plant! We have the records of Hellhate, Malucet, Coal-Sacks, Donnor's Ditch and some others—but just between you and me, I've a sneaking hunch that with our type of load, we can show them all cards in spades.

Will you and your Yankee Chief Draftsman, Matt Stetson, come down to my office Saturday at 8 A.M. sharp with those sketches and we'll give them a preliminary shake-down.

One more thing! Yesterday, Z. Z. Baldwin, Chairman of our Board, was inspecting Riverside. When we were in the ash basement, some fair-haired boy turned the quenching water into the ash hoppers. We both had a cold bath, although it didn't seem to cool the old man off to any extent. Anyway, fix that basement up some way so that it is dry and stays dry.

There is a company in Philadelphia called the Allen-Sherman-Hoff Co.—I remember because their initials spell A-S-H—who advertise an ash gate contraction that is supposed to do the work. Have their representative over, get the dope and report next Saturday A.M.

There is some good-natured humor in the campaign since the company can discuss, under twisted names, actual power plants that are well known. For instance, the Coalfax Station at Pittsburgh is called Coal-Sacks, Connor's Creek at Detroit is tagged Donnor's Ditch, Hell Gate at

New York becomes Hellhate and so on. The same stunt is applied to the names of engineers who are known throughout the country. The names are spelled backward and altered in other ways as in the case of Carlie Shark, Roman and Eatem. They are all readily recognizable in the power plant field.

F. B. Allen, of the Allen-Sherman-Hoff Company, explains the campaign in these words: "All power plant engineers are interested in the erection of new power stations. It was our idea to create a mythical organization, building a mythical power plant to which we gave the mythical name Santanna. Through the members of the fictitious company we discuss the elements of power station building that interest engineers. Our name and ash gate are brought into the discussion in a natural, unaffected and unobtrusive way.

"We felt we could get more human interest in this sort of campaign than any other. We also felt this human-interest appeal would secure business for us. Our ideas have certainly proved themselves to be entirely sound. Last month we obtained more business than we did all last year. Perhaps this remarkable record cannot be credited solely to the advertising. Undoubtedly, though, the campaign was largely responsible for the jump in sales."

When asked for a concrete example of the pulling power of the campaign Mr. Allen told of an incident which occurred in connection with an inquiry received from a large public service corporation in Indiana. Mr. Allen called on this corporation with his company's Chicago agent. The executive who sent in the inquiry had on his desk a copy of the publication carrying one of the A-S-H advertisements and wanted to know all about the Santanna Station and the organization back of it. The advertising scheme was explained and he was much amused and interested.

This happened some three weeks ago. The day before this was

Buffalo Registers a Gain of 170% in Circulation

MEMORANDUM
International Magazine Company

Mr. Davidson
Copy to Mr. A. Moore
Mr. Hilton

from

March 21, 1923.

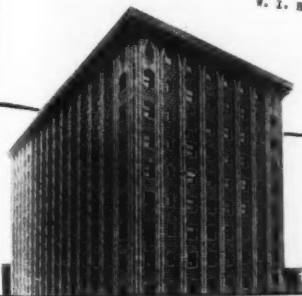
Mr. Hughes

Mr. Fay has given us a recent check-up of a number of prominent Buffalo stands, showing a comparison of the May 1922 and April 1923 orders. They are, as follows:

	MAY 1922	APRIL 1923
Hotel Statler		
Willetts Sq. office Building	8	30
Iroquois Hotel	15	50
Hotel Lafayette	30	50
Hengsten Dept. Store	10	30
Max Druse	10	30
Popular Store	11	38
Hosha Bros.	6	18
A. J. Jollett	9	18
H. Volk	3	18
C. McGinley	5	9
W. S. Pierce	10	12
E. Archer	8	18
F. W. Mowers	20	26
A. C. Wilde	10	38
Ulbrecht	10	20
Chamber of Commerce Bldg.	3	23
Ford Hotel (Just opened)	2	18
H. D. Stone	3	18
Wilbur, Inc.	4	18
	157	425

This represents a clear gain of 170% in less than one year.

W. I. Hughes



Hotel Statler
Buffalo

Hearst's International Magazine
A LIBERAL EDUCATION

written the Indiana corporation had mailed the A-S-H Chicago agent a contract for approximately \$4,000 worth of equipment.

In addition it has been found the advertising has made the selling task of the company's salesmen easier. Mr. Allen informs **PRINTERS' INK** the salesmen tell him they are obtaining audiences with less difficulty with the more important engineers and that they hear discussions concerning the Santanna Station almost everywhere they go.

More evidence of the campaign's success is found in the fact that the company has since decided to increase the size of space used. Future insertions will appear only in double pages and the advertisements will be run each month.

Export Advertising Exhibit at New Orleans

G. Grenville Hunter, publicity manager of the International General Electric Company, Inc., Schenectady, N. Y., has been appointed chairman of a committee on advertising exhibits which is to arrange an export advertising exhibit at the convention of the National Foreign Trade Council to be held at New Orleans on May 2, 3 and 4.

The other members of this committee are W. G. Hildebrandt, Gotham Advertising Company; W. F. Earls, U. S. Rubber Export Company, Ltd., and F. A. Arnold, of Frank Seaman, Inc., all of New York.

Missouri Senate Passes Bill to Strengthen Blue-Sky Laws

The Senate of the State of Missouri has passed a bill which if it becomes a law will further protect the Missouri public against fraudulent stock promotion by putting teeth into the State's blue-sky laws.

The bill, which has been supported by the State Finance Commissioner, has been returned to the House of Representatives for concurrence in Senate amendments to the penalty clauses of the bill.

F. W. Schmidt with Winson Press, Inc.

Frederick W. Schmidt has been made vice-president and director of service of the Winson Press, Inc., New York. Mr. Schmidt was formerly with Street & Finney, Inc., and the Cowen Company, Inc., New York advertising agencies, and more recently with Phillips & Wiene, Inc., typographers, also of New York.

Rochester School to Offer Retail Distribution Course

The Mechanics' Institute, Rochester, N. Y., will offer a course in retail distribution to cover a period of four years, that will be conducted on a part-time co-operative plan. The arrangement will be among the retail stores, the students, and the school. Herbert W. Bramley, merchandise manager of the Sibley, Lindsay & Carr Company, has been made chairman of a committee to draw up the details of the course. Classes in merchandising, salesmanship and advertising will be held in the mornings and in the afternoons students will get actual laboratory experience behind the counters of the stores. Students will be regarded as regular employees during the time they are taking the course. The minimum wage will be \$8 for part-time work and \$12 for full-time.

Claude Early Joins Staff of P. F. Collier & Son Co.

Thomas H. Beck, president of the P. F. Collier & Son Company, New York, publisher of *Collier's*, has appointed Claude Early as manufacturing director. Mr. Early was formerly with the manufacturing departments of *Pictorial Review*, New York, and the Curtis Publishing Company, Philadelphia.

Dixon's Eldorado Pencils to Be Advertised in Canada

Newspapers will be used in a Canadian advertising campaign for Dixon's Eldorado Pencils, manufactured by the Joseph Dixon Crucible Company, Newark, N. J. This campaign will be directed by Norris-Patterson, Limited, Toronto advertising agency.

Eastman Kodak Reports Profit

The Eastman Kodak Company, Rochester, N. Y., for 1922, reports net profits of \$17,952,554 after depreciation and Federal taxes, as compared with \$14,105,861 in 1921; \$18,566,211 in 1920, and \$18,326,188 in 1919.

"The American Hatter" Appoints John A. Barron

John A. Barron, for a number of years with the New York office of *The Christian Science Monitor*, has become advertising manager of *The American Hatter*, New York.

Motor Publication Opens Los Angeles Office

Motor Registration News, Oakland, Cal., has opened a branch office at Los Angeles and has appointed Edward T. Sullivan manager of the Southern California territory.

NEW YORK ADVERTISING SITUATION

Figures showing the use of space in the
New York Daily Newspapers during
February, 1923 and February, 1922

EVENING NEWSPAPERS

	1923	1922	Gain	Loss
Journal	878,548	843,536	35,012	
Mail	442,228	407,514	34,714	
Post	257,938	297,564		39,626
Sun	698,932	661,878	37,054	
Telegram	479,462	492,778		13,316
World	625,268	660,212		34,944
Globe	617,882	499,044	118,044	
	<u>4,000,258</u>	<u>3,862,526</u>	<u>224,824</u>	<u>87,886</u>

MORNING NEWSPAPERS

(Including Sunday)

American ...	846,634	858,512		11,878
Herald	846,234	839,434	6,800	
Times	1,706,832	1,681,244	27,588	
Tribune	711,708	673,622	38,086	
World	1,328,096	1,139,150	188,946	
	<u>5,439,504</u>	<u>5,191,962</u>	<u>261,420</u>	<u>11,878</u>

A Record Showing Progress Over the
Largest Volume Ever Printed in
the Same Month in Any Year

THE NEW YORK GLOBE

JASON ROGERS, *Publisher*

LORENZEN & THOMPSON, Special Representatives
New York — Chicago — Detroit — San Francisco — Los Angeles



*30 years ago
a scoop and a paper bag*

MODERN package competition grows keener every day, as experience expands and develops the comparatively new science of silent selling from the shelf.

Few manufacturers have the time, or the facilities, or the special knowledge required to determine package efficiency. So many factors demand consideration that package design and manufacture has become a separate commercial art.

Our intimate association with dozens of highly successful products in almost every line of package merchandising has given us the broad, practical experience necessary for creative service.



But now retail selling is a package competition

Haphazard individual opinion has no place in the Gair process of selecting package design; instead, maximum sales-efficiency is determined by a definite scientific method of actual tests and comparisons that eliminate guesswork.

Gair Service covers every essential of package merchandising: Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

Our booklet, "Testing the Merchandising Value of a Package," has proved helpful to many manufacturers. Write today for your copy.

ROBERT GAIR COMPANY

350 Madison Ave., New York

CHICAGO

PHILADELPHIA

BOSTON

BUFFALO



Let the Teacher Boost Your Product

WITH a view to making an approximate survey of the activities of public school teachers along certain lines, we recently sent a questionnaire to several thousand subscribers to Normal Instructor-Primary Plans taken at random from all of the states.

One of the thirty-five questions asked in the questionnaire was:

"Do you from time to time recommend the purchase of supplies and equipment for your schoolroom?"

Answers to this question were received from 3,085 teachers as tabulated below:

Yes—2,969 or 96%

No—116 or 4%

These figures clearly demonstrate that a very large per cent of public school teachers agitate the question of schoolroom equipment and supplies and that school boards look to them for advice and recommendations in matters of this nature.

Millions of dollars are spent annually for the purchase of school equipment and supplies. To a very large extent the teacher influences the disbursement of this money for she best understands the needs of the schoolroom and it is only natural that her recommendations should be considered and in most cases adopted.

Go to the teacher with your story. Enlist her support and co-operation and let her do the boosting.

Teachers—more than 150,000 of them—subscribe to Normal Instructor-Primary Plans because it gives them valuable material and ideas to use in their daily classroom work. Advertisers who appeal to them when they are thinking in terms of their work get results. Send for a copy and analyze it from this viewpoint.

*June Normal Instructor
Goes to Press Apr. 25th.*

F. A. OWEN PUBLISHING CO., Dansville, N. Y.

Chicago Office: 910 So. Michigan Ave.

New York Office: 110 W. 34th St.

Advertising the Business of Your Customers

And Other Forms of Indirect Campaigns

BISSELL & LAND, INC.
PITTSBURGH, PA.

Editor of **PRINTERS' INK**:

Will you please send to the writer any information which you have available as to past advertising campaigns that have been conducted where indirect advertising was used? I am referring particularly to such campaigns as were run by the American Laundry Machinery Company, wherein they advertised the business of their customers.

BISSELL & LAND, INC.,
J. B. BISSELL,
President.

YOU thumb through a general magazine and come across an advertisement captioned: "Bread Is Better Today Than It Ever Was Before." The immediate conclusion is that the message emanates from a bakery organization. You read further. "There is no reason why everyone should not have good bread, and every reason why everyone should eat more of it. It is good to eat; it is good for you—better for you than most of the other things you eat—and costs less—all because of better flour, better baking and better bakers."

There is no longer any doubt in your mind. Your eye seeks the name of the bread maker. Instead you find the signature: "Gold Medal Flour; Washburn-Crosby Company."

You have been reading a piece of copy of an indirect campaign series.

But that is only one form of what has been called thin-market advertising. This type of publicity assumes at least three distinct forms of which the Washburn-Crosby advertisement, wherein the business of one's customers is featured, is an example of method number one. The American Laundry Machinery Company campaign also falls in this classification.

Another instance of helping the other man to sell his product is found in the agricultural paper advertising of the American Incubator Manufacturing Company.

The Wishbone Mammoth Incubator, which this organization makes, is sold to hatcheries. The hatcheries sell the chicks to poultry farmers and others. The more chicks sold by hatcheries using the Wishbone Mammoth Incubator the more orders for the American Incubator Manufacturing Company. Consequently, a campaign is being run in poultry publications informing chick buyers that they can be assured of a dependable baby chick supply if they purchase from hatcheries using the Wishbone Mammoth Incubator.

Then there is the current campaign of the Sealright Company, maker of the Sealright Paper Container. "Let Loose on Your Ice Cream Appetite," is the heading on a recent advertisement. The entire first paragraph talks about ice cream as a healthful food and pleasurable confection. Of course the Sealright container also comes in for its proper share of attention.

In this case the copy differs from that of Washburn-Crosby. The latter makes no mention of Gold Medal Flour other than the inclusion of the name and slogan: "Eventually—Why Not Now?" Sealright devotes at least half of the copy to an explanation of why ice cream should be purchased in that container.

A third type of indirect advertising is illustrated by the Fisher Body Corporation campaign. Fisher, at the start of this advertising, pictured an automobile complete. Now, however, all the copy talks about the Fisher Body. The Timken-Detroit Axle Company advertises in a similar manner.

The three classifications, then, of thin-market advertising are: advertising the finished product with no or merely incidental reference to the product of the manufacturer paying for the campaign, such as the Fleischmann "Eat

More Bread" publicity; advertising a product with relation to the finished item as exemplified in the Sealright campaign; advertising of the Timken Axle type where the part is featured to the exclusion of the finished product.

The articles listed below describe campaigns falling in all three categories.—[Ed. PRINTERS' INK.

(Printers' Ink Monthly)

Fleischmann Helps Sell the Other Man's Product; September, 1922; page 32.
Making Art Appeal Basis of Indirect Advertising Campaign; October, 1920; page 10.

(PRINTERS' INK)

When the Parts Manufacturer Operates to Help Sell the Completed Unit (Packard Electric Co. directs advertising campaign to car manufacturers' salesmen); March 8, 1923; page 133.

Advertising a Seam to Sell a Sewing Machine (The Wilcox & Gibbs Sewing Machine Co. creates a demand for its product by advertising to retailer and jobber as well as to the user—the manufacturer); March 1, 1923; page 81.

Fleischmann's Concentrated Drive to Increase Use of Bread; January 18, 1923; page 17.

The Advertising Opportunity for Buck Grabbing (Regarding manufacturers who are advertising the complete product although they only contribute a part of it); January 4, 1923; page 182.

A Duplex Advertising Campaign in Business Papers (Jacobs Mfg. Co. endeavors to increase the market for machine tools in which chucks are used); November 16, 1922; page 25.

A Machinery Maker Who Takes Over His Customer's Job (American Laundry Machinery Co. advertises to the consumer but sells its product to laundry owners); November 2, 1922; page 109.

How May "Consumer" of Paving Brick Be Reached? (The National Paving Brick Association advertises to the public although the city buys the product); October 19, 1922; page 53.

Giving an Advertising Identity to Automobile Bodies (Fisher Body Corp.); September 21, 1922; page 53.

Need of Good Roads Sells Tractors (The Holt Mfg. Co. goes to the public as well as to highway officials and engineers to sell municipalities); September 14, 1922; page 45.

Making the Advertisement a Stage and Using Prospective Customers for Actors (How the Grinnell Co. dramatizes its sales campaign and attracts inquiries from the desired class of prospects); September 7, 1922; page 49.

Making Autoists Better Drivers through Advertising (Indirect advertising—Timken Roller Bearing Co. advertises its roller bearings by preaching better driving); August 24, 1922; page 89.

What Has a Base Metal for Silverware to Advertise? (The Seymour Mfg. Co. is advertising Silvere, despite the fact that it reaches public only after fabrication); July 27, 1922; page 33.

Advertising to Industry's Four Contact Points (American Rolling Mill Co.); June 15, 1922; page 128.

Copper Starts to Advertise (Copper and Brass Research Association); May 11, 1922; page 17.

Advertising Apartment Houses to Sell Beds (Murphy Door Bed Co.); April 6, 1922; page 41.

Iron Pipe Makers in Long-Distance Advertising Effort (Education of public about waterworks with sales far off, object of new campaign of the Cast Iron Pipe Publicity Bureau); September 22, 1921; page 33.

Reaching the Prospect Who Can't Make Up His Mind (How the Timken-Detroit Axle Co. is co-operating with manufacturers to stimulate sales of automobiles now); July 14, 1921; page 42.

How Service Lifts Product from Non-Competitive Class (The Portland Cement Association advertises to the public, although no sales are made direct); April 14, 1921; page 61.

Increasing Sales by Advertising the Industry (The Habirshaw Company advertises to consumer, although no wire is sold direct to him); March 24, 1921; page 49.

Protecting Expiration of Patent Rights by Advertising (Hoskins Mfg. Co. advertises to consumer); February 3, 1921; page 81.

When Buying Is Three Times Removed (The Oriental Silk Printing Co. advertises to the public, although they have no dealings with them); January 27, 1921; page 80.

National Advertising to Find the Unknown Users (Another manufacturer of raw materials advertises to the consumer Diamond State Fibre); December 9, 1920; page 138.

Combats Foreign Competition with Facts about Domestic Product (Funsten Bros. & Co. use indirect advertising); December 2, 1920; page 126.

A Parts Manufacturer Advertises the Whole Product (The Ross Gear Co.); November 4, 1920; page 154.

Hyatt Goes Afield to Bolster Tractor Salesmen (Hyatt helps itself by helping others); October 7, 1920; page 49.

Advertising a Product That Is Not for Sale (Southwestern Cotton Co. manufacturers of Sarvil); August 5, 1920; page 112.

Advertising That Requires Courage; July 22, 1920; page 167.

Sells the Idea of Sewers by Telling People of Their Need (Clay Products Association); July 22, 1920; page 113.

Roundabout Advertising and Why; July 22, 1920; page 168.

Even Radium Can Be Advertised (Radium Luminous Material Corp.); June 24, 1920; page 25.

Accessory Makers Can Advertise the Finished Product; June 10, 1920; page 197.

Lengthening a One-Day Market into a Season (The Fleischmann Co.); March 25, 1920; page 52.

Goulds Advertises to Win Public Appreciation of Pumps (Nothing to sell you and me, but our good-will is wanted); February 12, 1920; page 69.

A Lowly Accessory Maker Boosts Sales of Wooden Beds (The Seng Co.); October 2, 1919; page 89.

Popularizing Colored Shoes by Advertising Harmony of Dress (F. Blumen-

*Carondelet Street
New Orleans' Financial Center*



Financial New Orleans

NEW ORLEANS is a market well capable of netting substantial returns to the manufacturer who will sell it right.

Business is good and money is plentiful and New Orleans will spend its money for good products.

Its 2,000,000 populated trade zone promotes an annual mercantile distribution estimated at \$1,000,000,000. Bank clearing figures totaled \$2,404,555,843 in 1922. The industrial payroll annually is approximately \$27,000,000. Exports in 1922 totaled \$353,457,924 and imports totaled \$129,378,178.

Such figures as these show the healthy conditions of finance and the tremendous buying power of the New Orleans market.

Sell New Orleans Through The Times-Picayune

FIRST FOR THE SOUTH

NATIONAL REPRESENTATIVES:

CONE, HUNTON & WOODMAN,
Chicago, New York, Detroit, Kansas City, St. Louis and Atlanta

Western Representatives:

R. J. BIDWELL COMPANY, Los Angeles and San Francisco

thal Co.); August 21, 1919; page 99. Advertising the Food Value of Bread (Fleischmann Co.); July 31, 1919; page 17.

The Printed Page as a Means of Establishing Corporate Character (Purposes behind Hydraulic Pressed Steel Co.'s campaign of education); July 31, 1919; page 3.

Don't Wash at Home—Keynote of New Campaign (American Laundry Machinery Co. launches a national campaign to advertise the laundry industry); July 3, 1919; page 133.

Broadening Market for Basic Material by Suggestion (New Jersey Zinc Co.); March 20, 1919; page 37.

W. C. Van Bergen Joins Snitzler-Warner Company

W. C. Van Bergen has joined the Snitzler-Warner Company, Chicago advertising agency. Mr. Van Bergen was formerly advertising manager of the Columbian Rope Company, Auburn, N. Y., and was at one time advertising manager of the Norwich Pharmacal Company, Norwich, N. Y.

Power Plant Account for Louis H. Frohman

R. A. Lister & Company, manufacturer of electric lighting and power plants for small communities, New York, has placed its account with the advertising agency of Louis H. Frohman of that city. Technical and class publications will be used.

A. Lee Morrison with "Farm Mechanics"

A. Lee Morrison has been appointed Eastern manager of *Farm Mechanics*, Chicago, with headquarters at New York. The announcement of Mr. Morrison's connection with the *Fruit World* which appeared in a recent issue of *PRINTERS' INK* was in error.

Changes in Louis F. Dow Company

Joseph E. Rubin has been appointed district manager of the Chicago office of the Louis F. Dow Company, advertising, St. Paul, succeeding Joseph E. Mink, who has been transferred to the company's Toledo office.

B. H. W. Taylor Joins Drury Company

B. H. W. Taylor has been appointed production manager of the Drury Company, advertising, San Francisco. Mr. Taylor was for several years with the Berg Advertising Agency, Fresno, Cal.

Appoints Eastern Representative

The Lindsay, Ont., *Post* has appointed the C. L. Houser Company, New York, as its Eastern advertising representative in the United States.

Overlooked Opportunities in the U. S. Mail Service

Possibilities for more efficient use of the Government mails are often neglected through ignorance of the postal regulations. A recent bulletin of the Direct Mail Advertising Association calls attention to these facts:

(1) Pre-cancelled stamps may be used on both mail compartments of double envelopes that carry a letter and a catalogue at the same time.

(2) Parcel post packages of fourth-class matter may be mailed, sealed, at the fourth-class rate, provided certain simple rules are complied with, which can be obtained from your postmaster.

(3) That a form of double envelope has been approved by the Post Office Department for mailing a multigraphed or processed letter, filled in, and a catalogue or folder, all at the third-class rate, instead of at the first-class rate for the filled-in letter, and third-class for the catalogue.

Light As Burglary Protection Advertised

Selling the idea of illumination at the door to the people of Superior, Wis., is the task assumed in recent newspaper advertising by the Superior Water, Light & Power Company. Copy headed "Thieves Shun the Light" is illustrated by two cuts of well-lighted front and rear home entrances and a skulking individual. The copy points out that a tiny 10-watt lamp, whether one is at home or away for the evening, erects a barrier impassable to prowlers at a cost of about twenty cents per month.

New Company to Publish Monmouth, Ill., "Review"

The Review Printing Company, publisher of the Monmouth, Ill., *Review*, has been incorporated. Hugh R. Moffet, for thirty-seven years managing editor of the *Review*; Victor L. Moffet, business manager of the *Review*; Leo A. Ryan, former city editor of the Monmouth *Atlas*, and Lee J. Sharp, former advertising manager of the *Atlas*, are the incorporators.

"Airedale Tan" Gloves—the Latest

"Piccadilly, a new glove"—"typical of Spring"—"a sort of Airedale tan that goes with everything," says the Easter advertising of Fownes Brothers & Company, gloves, New York, in a particularly apt tie-up of a man's glove, a man's dog, and the spring-fever season.

American Sugar Shows Profit

The American Sugar Refining Company, "Domino" cane sugar products, New York, reports net income for 1922 of \$8,554,773, in contrast with a deficit of \$586,391 in the previous year.

THE PRESS— FIRST IN CLEVELAND 189,397

Circulation for the six months ending March 31, 1923—an INCREASE of 6,849 over the Federal Statement of October 1, 1922, and the ONLY increase made by any Cleveland daily newspaper during this period.

OTHER CLEVELAND NEWSPAPER CIRCULATIONS FOR SAME PERIOD

The Daily Plain Dealer	The Times and Commercial	The Evening News
189,174	15,529	150,473
being a LOSS of 3967 from the last Federal statement, October, 1, 1922.	being the FIRST Federal statement issued by this sprightly newspaper.	being a LOSS of 4785 from the last Federal statement, October 1, 1922.

The Press

First in Cleveland

CIRCULATION—HOME INFLUENCE—ADVERTISING

National Representatives

ALLIED NEWSPAPERS, INC.

52 VANDERBILT AVENUE, NEW YORK

CHICAGO
ST. LOUIS

CLEVELAND
ATLANTA

CINCINNATI
SAN FRANCISCO



The "Cheap Chromo" that Sold for a Fortune

For years a little canvas had obscurely rested in the dusty attic of an old house in Paris. An art collector found it, bought the picture for a few francs and re-sold it for a fortune. It was a genuine Corot.

An immense profit slipped through the original owner's grasp and into the hands of the man who knew values.

Business men who neglect the farm market are overlooking an opportunity for profit. They are wasting a fertile sales field as surely as the Frenchman undervalued his priceless Corot.

There are six and a half million farms in the United States, creating new wealth and buying power annually to the extent of 14 to 16 billion dollars. Farm families buy everything city families buy, except street car tickets.

More automobiles per capita are sold on farms than in the cities. And automobiles mean selling opportunities for makers of tires and accessories, for oil and gasoline and for automobile insurance.

Farmers live in houses, not apartments. They need more furniture than the average city family. They also buy roofing, paint, wall paper, hardware. Besides the house, they have from five to seven other buildings to keep in repair.

Clothing, shoes, haberdashery, musical instruments, books—practically any article of general merchandise—can be sold to this 14 billion dollar farm market.

Many of America's keenest advertisers use farm papers regularly. If you were privileged to see their checking sheets you would find convincing reasons why *you* should also advertise to farmers.

Your advertising agency, or any farm paper publisher, will gladly tell you specifically how and to what extent farm papers can help you sell your product.

Agricultural Publicity Committee

76 West Monroe St., Chicago

This committee was appointed by and is under the direction of the Agricultural Publishers Association. It employs no solicitors and represents no specific publications. All information published over this signature is absolutely impartial.



Farm home of H. A. Bedford, Sherburne, Minn.



SOMETHING TO THINK ABOUT

7,000,000 Garbage Cans Sold Yearly

In a recent investigation conducted by us, questionnaires were sent to a large number of representative Hardware Dealers in the United States. Checking the figures obtained, from two angles, we find that 7,290,000 Garbage Cans are sold in this country every year.

Significant among other facts brought out is this: that 30% of the dealers answering handled *one* "make" of Can (name on request) and that this Can is the *only* nationally advertised product of its kind on the market. Eleven other "makes" reported on ranged from 15½% to 1.3%.

These and other facts obtained prove conclusively that there is a wide market for another Garbage Can Manufacturer who would increase and nationalize his business. We would like to place the results of our investigation before him.

BISSELL & LAND, INC.
337 Second Ave.  Pittsburgh, Pa.

Advertising Agents and Merchandising Counsellors

IF the
a mat
factur
hardw
chang
the d
ment f
the r
gaining
manuf
the cl
As
knows
and i
strides
dealer
it.
standa
and c
the de
he sho
the ol
annoy
efficien
money
to wa
former
simpli
elimina
ery.
versal
will
relief.
Befo
us first
sure w
in min
"decim
system
system
ware b
system
ing, pr
ing har
hundre
dozen,
denomi
connect
buying,
packing
"by cou

When Selling Can Be Simplified by Use of a Standard Unit

The Hardware Field Is Discussing the Decimal System

By Carl W. Dipman

Associate Editor, *Good Hardware*

IF the hardware dealers have their way about it, it is only a matter of time until every manufacturer who sells through retail hardware channels shall have to change his method of selling to the decimal system. The sentiment for the decimal system among the retail and jobbing trade is gaining ground rapidly. A few manufacturers have already made the change to decimal selling.

As every commercial man knows, simplification in business and industry is making rapid strides today. The hardware dealer is demanding his share of it. While manufacturers are standardizing and simplifying lines and cutting out the dead wood, the dealer sees no reason why he should be obliged to cling to the old systems that cause him annoyance, interfere with his efficiency, and probably cost him money. Retailers are more alert to wastes and leaks today than formerly, so they are interested in simplifying their business, and eliminating the unnecessary drudgery. They feel that the universal use of the decimal system will afford them considerable relief.

Before going any further, let us first define our terms and make sure we all have the same thing in mind when we refer to the "decimal system." The decimal system, (sometimes called the unit system) as applied to the hardware business, can be defined as the system or practice of buying, selling, pricing, invoicing, and packing hardware in units of one, ten, hundreds, or thousands, instead of dozen, gross, ream, quire, or other denominations. As used in this connection, it applies only to the buying, selling, invoicing, and packing of hardware that is sold "by count," and does not apply to

manufacturing or the change of standards of measurements. It is not to be confused or associated with the French Metric system, for there is no connection between the two.

Now, why does the hardware dealer feel that a change to the decimal system would be desirable? To illustrate, let us turn to a jobber's catalogue to make up a small mail order. First of all, we turn to saws and find them listed at so much a *dozen*. On the next page we find planes all priced *per each*. We now turn to screws and find we must buy them by the *gross*, but if we want stove bolts, we must buy a *hundred*. Even though we often sell three hinges to a door, yet we must buy them by the *pair*. We now turn to sandpaper and find it listed by the *ream* and *quire*. We turn over a few pages and find lamp chimneys packed and priced by the *dozen* and on the next page, electric bulbs packed *one hundred* to the carton and priced by the *each*. We conclude our order with cartridges which we buy by the *thousand*.

When the invoice arrives we will find entries billed and extended in every denomination—each, hundred, dozen, ream, gross, pair, thousand, quire, etc. In marking up our goods, we find ourselves obliged to make such nice calculations as "7/12 of a dozen at \$5.55 a gross." The result is confusion, entailing endless detail, drudgery, waste of time, and error. Hardware dealers want to get away from this confusion and petty detail, and they believe that one universal system of denominations on the decimal basis of buying and selling is the solution.

The decimal system is not a new proposal. It has been seriously considered in hardware circles for

two or three years. A handful of manufacturers have already put it into operation, particularly in the builders' hardware, electrical, and the auto accessory lines. Several jobbers have adopted it. The majority, however, have preferred to stay by the old until the sentiment has crystallized itself in a more definite way.

The sentiment favoring the decimal system is now taking definite form. The problem was discussed at the majority of the retail hardware conventions held this winter and the sentiment in favor of it was almost unanimous, which usually found expression through a resolution urging its adoption. The National Retail Hardware Dealers Association has endorsed the decimal system, as have the following sectional Associations: Alabama, Florida, Georgia, Tennessee, Arkansas, California, Southern California, Indiana, Iowa, Kentucky, Michigan, Minnesota, Nebraska, New York, North Dakota, Ohio, Oklahoma, Pennsylvania and Atlantic Seaboard, South Dakota, Texas, Virginia, West Virginia, and Wisconsin.

As already stated, some manufacturers and jobbers have adopted the decimal system. The dealers are getting a taste of its simplicity and they seem to be reacting favorably. More than that, their reaction has almost taken the form of a demand for the decimal system. As the favorable sentiment continues to grow, as seems probable now, how long can hardware manufacturers and jobbers withstand it? Are the firms that have adopted it going to create goodwill with the trade to the extent that it will ultimately, one by one, force the rest into the fold? If so, when? How long will the confusion last? If a universal change to the decimal system will ultimately be demanded, then wouldn't it be better for the manufacturers and jobbers to get together and all make the change at once and not prolong the confusion?

That's what the hardware industry shall have to decide, and probably very soon.

Helping to Curb Fake Advertising at the Source

IN the course of an investigation of an oil stock promotion fraud case, the National Vigilance Committee of the Associated Advertising Clubs of the World found that some photo-engraver had made a half-tone from a faked photograph of the property of an oil company which was deliberately designed to prove that the company had three or four times as much property as it actually possessed.

This matter came to the attention of the American Photo-Engravers' Association, with the result that at a recent meeting of that organization in Chicago, the following resolution was unanimously adopted:

"Be It Resolved, That the Executive Committee of the American Photo-Engravers' Association heartily approves the efforts of the Vigilance Committee in its endeavors to enforce our Standards of Practice and Code of Ethics, and to purge the photo-engraving business of the unethical practices of reproducing any copy for any purpose whatsoever that is known to the photo-engraver to be a gross exaggeration of the subject intended to be shown, and untruthful to the extent that it is intended to mislead an innocent purchaser."

New Accounts for John Thomas Miller

The advertising accounts of A. Barsa & Brother, manufacturers of negligees and kimono; the Gus Igstaeder Company, maker of "Swiss M-a-i-d" organdy, and the Ray-Mond Hosiery Company, all of New York, have been placed with John Thomas Miller, advertising, of that city. Business papers are to be used and a direct-mail campaign is also planned by the first-mentioned.

Cleveland Advertising Business Incorporated

The advertising business conducted under his own name by S. M. Masse at Cleveland, has been incorporated under the name of The S. M. Masse Company. Mr. Masse is president and treasurer. K. H. Kolpein is secretary.

Apr.

Gen

454 F

The n

Subject: Working With—

Gentlemen:

It is hard for some people to understand how an advertising agency with strong convictions and seasoned practices of operation can work constructively and sincerely with its various clients. It would seem as if an advertising agency would have to change its ideas to suit the plans, notions and even whims of each client, and therefore could have no comparatively fixed formula for operation.

An advertising agency, however, that has been successful for twenty-six years under the same ownership and active management has learned that the best advertising ideas are those in which all minds heartily agree and in which all of the factors will enthusiastically cooperate. If the plan of marketing and advertising will not meet this test, it is not yet ready to put into operation. Either the plan should be modified or further education on the "doubting Thomases" and opposing minds should be carried on until all are ready to cooperate to the fullest extent.

The older, more successful and experienced an advertising agency is, the more it knows that practically every plan worthy of a large investment of money and effort is the product of more or less compromise, concession and conciliation on the part of all.

We are willing to present our own ideas and plans with all the vigor and power of expression and persuasion which we have, but when we are out-voted, then we will work just as hard to put through in the most successful way the plan which has been adopted.

We try to be "regular"—just as all good business men are. We try to think with the client on all sides of his problem, so that when we settle down to put through the plan of operation adopted it will be for the continued and increasing satisfaction of the client and ourselves.

Like every constructive, experienced, successful advertising agency, we are not merely looking for the profit of a day. We are looking for the long haul, for the maximum development of the business.

We take our client's business seriously and we expect the client to take us seriously. That is why we spend so much time at the beginning in understanding just as much as we possibly can from the foundation up.

Very truly yours,

M.P. Gould Company

Advertising Agency

Charter Member A.A.A.A.

454 Fourth Ave., N. Y.

The next letter in this series will appear in PRINTERS' INK issue of April 26.

Reason-why Advertising in 1652

ONE of the largest coffee advertisers in this country in his present campaign allows an illustration to occupy nine-tenths of the space in which most of his advertisements appear. The text is usually confined to the company's slogan. Other coffee advertisers are similarly brief in their printed announcements.

When coffee was first introduced to the European the advertising was entirely different. The advertisers of those days realized that coffee had to be sold as a drink. It was something new and people had to be told why they should take to the beverage.

Consequently, the early coffee advertisements displayed a surprisingly keen understanding of the necessity for reason-why copy. The first coffee advertisements are interestingly discussed by William H. Ukers in a recently published book, "All About Coffee," published by the Tea and Coffee Trade Journal Company, New York.

The very first advertisement featuring coffee, printed in English, according to Mr. Ukers, appeared in 1652. "It was in the form of a shopbill or handbill," Mr. Ukers says, "issued by Pasqua Rosée from the first London coffee house in St. Michael's Alley, Cornhill; and the original is preserved in the British Museum."

As reproduced in the book "All About Coffee," the advertisement reads:

THE VERTUE OF THE COFFEE DRINK

First publickly made and sold in England, by Pasqua Rosée.

The Grain or Berry called Coffee, groweth upon little Trees, only in the Deserts of Arabia.

It is brought from thence, and drunk generally throughout all the Grand Seigniors Dominions.

It is a simple, innocent thing, composed into a Drink, by being dried in an Oven, and ground to Powder, and boiled up with Spring Water, and about half a pint of it to be drunk, fasting an hour before, and not Eating an hour after, and to be taken as hot as possibly can be endured; the which will never fetch the skin off the mouth, or raise any Blisters, by reason of that Heat.

The Turks drink at meals and other times, is usually Water, and their Dyet

consists much of Fruit, the Crudities whereof are very much corrected by this Drink.

The quality of this Drink is cold and Dry; and though it be a Dryer, yet it neither heats, nor inflames more than hot Posset.

It so closeth the Orifice of the Stomack, and fortifies the heat within, that it's very good to help digestion, and therefore of great use to be taken about 3 or 4 a Clock afternoon, as well as in the morning.

It much quickens the Spirits, and makes the Heart Lightsome. It is good against sore Eys, and the better if you hold your Head over it, and take in the Steem that way.

It suppresseth Fumes exceedingly, and therefore good against the Head-ach, and will very much stop any Defluxion of Rheums, that distil from the Head upon the Stomack, and so prevent and help Consumptions; and the Cough of the Lungs.

It is excellent to prevent and cure the Dropsy, Gout, and Scurvy.

It is known by experience to be better than any other Drying Drink for People in years, or Children that have any running humors upon them, as the Kings Evil, etc.

It is very good to prevent Miscarryings in Child-bearing Women.

It is a most excellent Remedy against the Spleen, Hypocondriack Winds, or the like.

It will prevent drowsiness, and make one fit for business, if one have occasion to Watch; and therefore you are not to Drink it after Supper, unless you intend to be watchful, for it will hinder sleep for 3 or 4 hours.

It is observed that in Turkey, where this is generally drunk, that they are not troubled with the Stone, Gout, Dropsie, or Scurvey and that their Skins are exceedingly cleer and white.

It is neither Laxitive nor Restrington.

Made and sold in St. Michaels Alley in Cornhill, by Pasqua Rosée, at the Signe of his own Head.

Bank Advertises Bandit-Proof Pay-Roll Service

"Take the risk out of pay day" is the caption which recently appeared over the newspaper advertising of the Ninth National Bank of Philadelphia. The bank is located in a district in which there have been several hold-ups of pay-roll messengers. The advertising announced that the bank would deliver pay-rolls in armored automobile trucks, manned by experienced men and fully covered by insurance. This service, the bank added, is free.

Hardware Publication Appoints Western Manager

Hardware Dealers' Magazine, New York, has appointed Jesse D. Trump as Western manager at Chicago succeeding H. E. Warner, resigned. Mr. Warner, who had been with Hardware Dealers' Magazine for eighteen years, plans to conduct a business of his own as a representative of business papers.

rudities
by this

old and
yet it
e than

of the
within.
on, and
about
as in

, and
s good
if you
ake in

ingly,
Head-
y De-
m the
revent
Cough

re the

better
People
run-
Kings

Mis-

ainst
s, or

make
occa-
are
you
nder

here
are
Drop-
kins

gent.
Alley
the

oof

the
over
nth
The
ich
of
ing
ver
cks,
ully
the

ew
as
ng
er,
s'
to
a

Q Doing more for
people than you NEED
to do is a good way to
make them NEED you
to do more for them.

• • •

Another Bromide taken from Bundscho's little
booklet, "Business Bromides." They'll be glad to
send one if you will write in for it—*Free, of course.*



J. M. BUNDSCHO
Advertising Typographer

58 EAST WASHINGTON
CHICAGO

HERE TYPE CAN SERVE YOU

Over Half Million Circulation

Beginning with the
Jan. 1st, 1924, issue,
SOUTHERN RURALIST
will guarantee over

500,000

circulation at

\$2.50 per line

Orders for space beyond the December 15, 1923,
issue will not be accepted at the present rate.

SOUTHERN

Supreme

ATLANTA

New York

Chicago

Guaranteed by Southern Ruralist

Jan. 1st, 1924

During the remainder of this year, advertisers will get the benefit of the \$2.⁰⁰ rate, although our circulation justifies a much higher rate now.

We will continue to give the greatest value in the Southern Agricultural Advertising field.

RURALIST

of the South

TA

St. Louis

Minneapolis

The American Weekly

Now Distributed with

Atlanta American
Boston Advertiser
Chicago Herald and Examiner
Detroit Times
Los Angeles Examiner
Milwaukee Telegram
New York American
Rochester American
San Francisco Examiner
Seattle Post-Intelligencer
Syracuse American
Washington Times
Fort Worth Record
Baltimore American

Circulation More Than
4,500,000

A New Rate Card Is in Preparation!


The American Weekly

A. J. Kobler, Mgr.

1834 Broadway, New York

*If you want to see the color of their money—
use Color!—A. J. K.*

W

How

IN t
I do
pany
small
is th
burde
behal
of pr
comp
vexin
good
in a f
that
oppos

To
salt,
natur
ming
This
early
many
to ga
unde
the e
rane
duce
shall
about
ness
West
from
Hute
the s
for n
tener
Mou
are t
same
quali
and
since
armi
mon
deriv
W
const
poun
of v
food
there
the n
what

When Advertising Pressure on One Item Sells Whole List

How Morton Salt Company Emphasizes the Free Running Feature of Its Table Product

By G. A. Nichols

IN the total volume of business done by the Morton Salt Company of Chicago, table salt is the smallest part. Yet upon table salt is thrown practically the entire burden of the advertising done in behalf of the company's whole line of products. By this means the company believes it has solved the vexing problem of how to give its goods an advertising individuality in a field of such a peculiar nature that there is little choice between opposing brands.

To begin with, salt is merely salt, no matter what may be the nature of the advertising trimmings with which it is surrounded. This has been so ever since the early days of civilization when many a ruling monarch waged war to gain access to salt deposits not under his control. Salt found by the early races along the Mediterranean Sea where it had been produced by the action of the sun on shallow pools of water was just about of the same degree of saltiness as that produced today in Western New York or pumped from the briny depths under Hutchinson, Kan. It was one of the standbys of the human race for many centuries before the listeners to the Sermon on the Mount were informed that "Ye are the salt of the earth." By the same name and with the same qualities it has been hunted for and fought for by various races since the time when the Roman armies were paid in salt instead of money, the word "salary" being derived from salt.

With each person in America consuming an average of seventy pounds of salt a year, six pounds of which he sprinkles over his food at the table as a condiment, there never was any question as to the market for the product. But what was there to be done to make

people call for Morton salt, which was substantially the same as other first-class brands? About the only difference between ancient salt and the modern kind is that the latter is cleaner. In the old days brine was pumped from wells into shallow vats which were left out in the open until the moisture had disappeared and only the dry salt remained. The product was salty enough but was not so clean as it might have been owing to the accumulation of dirt and dust in the vats. The modern way is to handle the brine by one continuous process in covered machinery which keeps the salt entirely free from impurities of every kind.

A BETTER PRODUCT AND YET A CHEAPER ONE

The same modernizing process which made salt clean also made it inexpensive. It was selling for around \$70 per barrel in Chicago shortly after the Civil War. Now it sells at about \$4.50.

Convenience of use was added to the other advantages. Perhaps the biggest single use for the product in the average community is for "salting" livestock. The old plan was to buy a barrel of salt, saw it in two and place the half barrel where the stock could help themselves. This of course resulted in a great deal of waste. Now stock salt is prepared in blocks of fifty pounds each, hardened by a special process.

But no one make of salt had any monopoly on these advantages. There was no angle upon which any individual advertising appeal might be based. At last the Morton company saw in table salt what seemed to be an advertising opportunity. Everybody knows what is likely to happen to a salt shaker in damp weather. The salt gets moist and will not come out.

Morton experimented and found that salt could be "dusted" with ordinary baking soda and thus made impervious to moisture. After many tests the interesting discovery was made also that if the individual grains of salt could be produced in cubical form, instead of irregular flakes, the process of "dusting" it with the baking

buyer to think of Morton as a matter of course when he needed salt for any purpose.

And then came the special city advertisements that now are running through the magazines. One day a photographer friend of C. L. Ostrom, advertising manager of the company, showed him an unusual photograph of the Wrigley Building in Chicago that was taken at night. This gave him the idea that photography might be utilized to depict the Wrigley Building as being in a rainstorm, and then hook the picture up to Morton salt to show that "When It Rains It Pours."

It took two weeks of experimenting to get the picture right. On account of the automobiles constantly passing along the boulevard in front of the building it necessarily had to be a snapshot. But a snapshot would not answer. Finally the photographer placed flares on the river at night, and, getting over onto the opposite bank, made an effective time exposure. Later, by means of trick photography, he worked in the automobiles going along the boulevard. The light shining across the pavement from the clusters that continuously light the exterior of the Wrigley Building at night gave a perfect illusion of a rainstorm.

The picture was reproduced in the magazines over the heading, "600,000 Chicagoans Know That When It Rains It Pours." The advertising brought a large number of extremely favorable reactions. For one thing people as far West as California wrote asking for copies of the photograph. The idea seemed to take so well

In Detroit—

40,000 cooks know "When it rains it pours"



Flavor—and convenience

WHEN your cookstove is so hot it makes you shiver, it's time to add a little Morton's salt.

Cooking requires a certain amount of heat, but too much heat is no longer good for the food.

That Morton's salt produces a better flavor in foods than ordinary salt and is used in thousands of homes where it is necessary—and convenient.

You realize that to produce a truly, vigorous flavor, salt must be pure. Morton's is a pure, unadulterated salt.

Nothing is added to make it pure.

It pours because the many crystals are cube-shaped. They don't clump or stick.

Because of its purity and the shape of its crystals Morton's goes farther than ordinary flake crystal salts which are weakened by foreign ingredients added to make them pour. As for convenience—what a delight to have a salt you can depend on, run in clean Morton's doesn't clog or form in lumps which must be thrown away. You don't have to grasp a cup of the stuff. It pours.



MORTON SALT COMPANY
CHICAGO



Helpful Hints on Using Salt

NEW CUSTOMERS cannot lose when salt is used. The salt is known as "The Salt that pours" because it is so pure and so convenient to use.

TO KNOW THE MORTON TABLE SALT, look for the man with the salt bag on his back. The salt is added to make it strong with salt.

TO KEEP FROM THE MORTON'S salt, use the salt and the man with the salt bag on his back. The salt keeps it from getting mixed.

DETROIT DREW THE MONTH OF APRIL FOR THE INSERTION OF THIS COPY

soda would be simplified and made more efficient. The change in the manufacturing was made.

Eventually there was evolved a special container of a nature that kept out moisture. On the outside of the container were the significant slogans, "Never Cakes or Hardens" and "It Pours."

The free-pouring qualities of Morton's table salt then were made known to users throughout the country by means of general advertising, the idea being to make the name of "Morton" so well known that it would be synonymous with salt and to cause every

mobiles going along the boulevard. The light shining across the pavement from the clusters that continuously light the exterior of the Wrigley Building at night gave a perfect illusion of a rainstorm.

The picture was reproduced in the magazines over the heading, "600,000 Chicagoans Know That When It Rains It Pours." The advertising brought a large number of extremely favorable reactions. For one thing people as far West as California wrote asking for copies of the photograph.

The idea seemed to take so well

New



Pots and kettles and pans—

THESE unromantic things are the subject of the second article in *Modern Priscilla's* Better Buying Campaign—written for the March issue by Sarah J. MacLeod, Director of the Home Economics Bureau of the Society for Savings in Cleveland.

Over 600,000 homemakers have adopted *Modern Priscilla* as their "trade paper" because—through articles like this—it places at their disposal the knowledge and advice of experts in every branch of home making and home management—

And are not 600,000 women reading for instruction in these subjects more likely prospects for the maker of "pots and kettles and pans" than twice that number reading for amusement?

MODERN PRISCILLA

The Trade Paper of the Home

New York

BOSTON

Chicago

that for the next month it was applied to Detroit. A snapshot of Cadillac Square in that city was taken during an actual rainstorm. The photograph was retouched so as to make it appear as if it were taken during a rain at night. The picture was used to give point to the announcement that "In Detroit 40,000 Cooks Know When It Rains It Pours."

In June the inspiration for the advertising will be gained from Washington. A picture of the Capitol, presumably in a rainstorm at night, will be presented. The National Retail Grocers Association will meet in Washington that month and the National Capitol is chosen as the theme of the advertising for this reason. A special souvenir containing the picture will be presented to all who attend the meeting.

Other city scenes will be shown from time to time carrying out the same general message. These will include Broad Street, Philadelphia, and scenes in Baltimore and New York.

Each advertisement in the series is given special merchandising treatment in a local way in the city to which it refers. In Detroit, for example, the company has four resident salesmen who call upon jobbers, retailers, ice-cream factories and other users of salt. These salesmen throughout April will have a full supply of proofs of the Detroit advertisement printed on heavy enameled paper. Whenever it rains in Detroit during the month they will quickly distribute among retailers and others copies of the advertisement, to be shown in display windows and other conspicuous locations. A person plodding along in the rain and seeing in a window an announcement to the general effect that when it rains in Detroit Morton salt will pour gets the strong-kind of an impression.

The plan is to use the same advertisement quite a number of times in succession in this manner, it being felt that there is usually sufficient time between rains to prevent the appeal from going stale.

This special merchandising feature, of course, will be confined to the city to which it specifically applies. But inasmuch as most of the leading cities of the country eventually will be included in the advertising, the plan of capitalizing on rains will in a short time become fairly general.

CITY SCENE IDEA TO BE USED FOR CALENDARS

The city scenes will be used also in calendars which the company sends out each month to a list of about 75,000 dealers who buy salt in carload lots.

Of the total purchases made by these carload handlers probably about 5 per cent is table salt. Yet the general advertising sent to them says nothing of the other kinds of salt, so consistent is the company in its effort to make steady use of its main presentation so as to get the maximum amount of cumulative benefit.

The table salt also comprises the exclusive argument in the metal signs put up by the company all over the country. The average Morton salesman travels from town to town in an automobile. He always has with him a supply of the metal signs. These he is instructed to put up in such available locations as may come to his attention as he drives over his territory.

All this advertising accomplishes the object of selling the name of Morton to salt buyers, and experience has shown that it has simplified and made more resultful the work of the salesmen in the various towns. It also has a strong effect upon the jobber because of its direct application to the kind of salt of which he sells the most.

When a Morton salesman goes into a town he has a peculiar selling problem. Salt weighs very heavy and its price is low. It is easy indeed for freight charges to run clear away with profits when shipments are small. Even at carload rates the freight charges take up an average of 55 per cent of the gross money received for the car. The freight to some distant

"V
th

Th
th
fl
aff
No
ca
ad

M

En
ci
th
pr
wi
th
T
th
F
ha
th
T

10
A
T
D
N
ta
th
th
m
b

H
ca
A

C
CH

"Wait Until You Can See the Whites of Their Eyes —Then FIRE!"

THE YANKEES AT BUNKER HILL waited until the Red Coats were so close that every shot from their flint-locks brought down its man. They could not afford to waste ammunition by scattering their fire. No more can advertisers. Get your readers where you can see the whites of *their* eyes before you shoot your advertising campaign. This has been the secret of the

Marvellous Success of Advertisers in THE TIMES-STAR

Eighty families out of every hundred in Greater Cincinnati bring the Times-Star within arm's length of their eyes every business day. Almost half a million prosperous, intelligent, native-born men and women who earn good money and are accustomed to use it thriftily, both in spending and in investing, look to the Times-Star for the information upon which to base their purchases.

For fifteen consecutive years Cincinnati business men have recognized this fact and used the Times-Star as their principal advertising medium. Last year the Times-Star carried

**10,459,407 LINES OF DISPLAY ADVERTISING,
AN EXCESS OF ALMOST 2,000,000 LINES OVER
THE SECOND PAPER, INCLUDING ITS SUN-
DAY ISSUES.**

National advertisers are no less mindful of the importance of concentrated fire. One hundred and fifty of them use the Times-Star exclusively, year after year, the surest evidence that it has proven itself to be the most effective medium for securing and holding distribution in the Cincinnati market.

If you want to get business out of Cincinnati, and you can't afford to overlook such a market, address the Advertising Department of the Cincinnati Times-Star.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher*

C. H. REMBOLD, *Manager*

Member Audit Bureau of Circulations

100,000 Excess Circulation This Fall

People's Popular Monthly

CARL C. PROPER
Editor and Publisher

GRAHAM STEWART
Advertising Director

August to December 1923

Advertisers

Will pay for only **650,000** circulation (our present guarantee)

But will receive an average of more than **750,000**

Because, with the January, 1924, issue, our circulation will be **850,000**, and an increase in rate will go into effect.

*You reach the **small town** families through an influential medium by using*

People's Popular Monthly

DES MOINES

points calls for 70 or 80 per cent of the gross.

The salesman therefore always has his mind set toward carload lots. He visits the local retailers in a town and gets their orders which may be mostly for table salt. He goes to the lumber yard, the feed store or some establishment which would handle salt for livestock. Then, to make up his carload order, he calls on ice-cream factories, tanneries and other manufacturing enterprises that may need salt in considerable quantities. The carload order thus being made up of the requirements of numerous users and dealers, one in the town is appointed as a distributor. In one sense he is a jobber. This is what is meant by carload lot buyers to whom the 75,000 calendars are sent each month. It is common for the local grocer, restaurant or hotel to buy its requirements of table salt from the lumber yard, the feed dealer or whoever is made the car lot distributor. If the sale is not shipped in this way the freight cost easily may be prohibitive.

Freight charges are made the basis of advertising pressure brought to bear on the grocery jobber. A Morton salesman may take orders in the town for a considerable number of cases of table salt which, on account of there being no car lot distributor in the town, dealers want filled through their jobber. The jobber may not be handling Morton salt at the time, but naturally does not wish to turn down his customers. So he buys enough of the salt to fill his orders and has it sent to him by local freight. After this operation has been repeated a few times it is easy to convince the jobber that he would do much better to buy in carload lots. The saving in freight that he would thus effect represents the difference between a satisfactory profit and a nominal one or no profit at all.

The Poplar Bluff, Mo., *American* has appointed Carpenter & Company, publishers' representatives, as its national advertising representatives.

The Advertising Value of a Store Front Considered

The painting of store fronts and the use of signs similar to those of a competitor are unfair business practices, according to complaints issued by the Federal Trade Commission against two Washington, D. C., concerns. The Commission charged that Morris Errera and Kissel & Kokalis, in advertising an orange beverage, used display signs that in design and coloring had the appearance of those displayed by C. H. Dikeman, proprietor of several stores, who had previously adopted such distinctive colors and signs in the exploitation of an orange beverage.

The Commission alleged that such practices are a confusion to the public and unfair to the competitor. A hearing will be held in the case the latter part of April.

Root for Home High School Team in Advertising

Indianapolis newspaper advertising was used recently by merchants of Vincennes, Ind., to boost their local high school team which was competing in the finals of the State's championship tournament. Half-page space carried the pictures of the entire Vincennes basketball squad and the boys were told that their town was for them through thick and thin.

Interest in the tournament ran high as the finals were the result of a series of matches in which 596 high school teams participated. The confidence of the Vincennes merchants was vindicated by their team winning the final game and carrying the State trophy home with them.

Hugh Brennan and A. R. Eley Form Advertising Business

The Brennan Eley Company is the name of an advertising business which has been formed at Chicago by Hugh Brennan and A. R. Eley. Mr. Brennan was previously with the Wm. Rankin Company. Mr. Eley had been with the David C. Thomas Company, Chicago advertising agency, as vice-president.

S. W. Pass is secretary of the Brennan Eley Company. D. J. Carroll, formerly with the Chicago *Tribune*, has joined the service department.

Williams, Lawrence & Cresmer Add to Chicago Staff

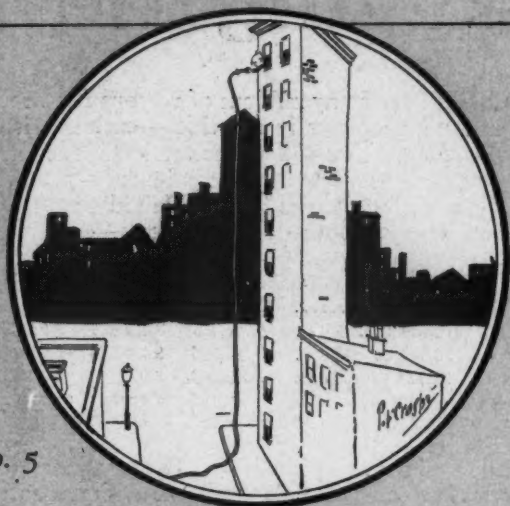
Frank G. Grasett has joined the Chicago soliciting force of the Williams, Lawrence & Cresmer Company, newspaper representatives. He had been with the merchandising department of the Chicago *American*.

Joins H. C. Winchell

Minerva J. Agur has become an associate of H. C. Winchell, Chicago advertising agent. Miss Agur was a member of the Wetmore-Agur-Worley agency in Chicago, which has been discontinued.



IN ADVERTISING CIRCLES



No. 5

Young Colgate measures a tube of
his father's Shaving Cream

The
Hardest Working Book
on the Library Table

LIFE

The Mass of Class Medium

Moving the Mib

THERE are many millions of reasons for street railway problems in the cities—each one is a human being. You will understand the true situation as soon as you study these figures—

There are 285 cities in the United States exceeding 25,000 population, as follows—

Annual ridership of street railways in 1922, 1910 and 1900			
33 cities over 200,000	22,724,565	18,206,785	13,624,268
35 " 100,000 to 200,000	4,705,715	3,652,425	2,600,705
75 " 50,000 to 100,000	5,261,785	3,950,574	2,758,907
142 " 25,000 to 50,000	5,112,759	3,812,770	2,804,051
285 " 25,000 and over	37,804,824	29,622,504	21,787,931

They show a growth in twenty years of 16,016,893, or 75%, although the entire country increased only 23% during that time. In the same period the street railways of these cities increased their public service from 7,000,000,000 to more than 12,000,000,000 passengers yearly.

To serve the transportation demands of nearly 38,000,000 people, instead of the 22,000,000 people of twenty years ago, is not a simple matter. Only the tremendous growth of the cities created the ideas for more kinds of local transportation.

You will appreciate the magnitude of street railway performances when you know that the Chicago surface cars carried more passengers during the last three months of 1922 than all the motor buses and licensed jitneys in the United States carried during the entire year.

The street cars of the United States furnished 15,000,000,000 rides to people during 1922, which is fourteen times more than all the other electric and steam railways combined, including their commutation and suburban service.

Millions in the Cities

The Pictorial Review for April states that 2,500,000 copies of that number were printed. The following is part of their special editorial:

"When you hear of two million five hundred thousand it is almost impossible to grasp the significance of these figures. It is hard for any of us to visualize much beyond twenty or thirty thousand of anything. Just imagine attempting to picture two million five hundred thousand people! Such an effort is indeed beyond the capacity of the human mind."

If it is "indeed beyond the capacity of the human mind" to visualize 2,500,000 of anything, just imagine our problem in trying to get people to visualize the 1,250,000,000 riders in the Street Cars every month.

\$25,000 monthly covers the cost of a half showing in the Street Cars of the entire United States—this is about the cost of a color page in the two leading monthly publications.



National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.

<i>Central Office</i>	<i>Home Office</i>	<i>Western Office</i>
Borland Building	Candler Building	Monadnock Building
Chicago	New York	San Francisco

SERVICE

—a much misused term

In the Goldmann plant the word "Service" means—*speed, quality, economy, surmounting emergencies, cooperation with you from plan to completion of your printing.* Loyalty to this definition is responsible for a statement recently made by a Goldmann customer: "Goldmann Service is as perfect as a human system can be"

ISAAC GOLDMANN COMPANY

EIGHTY LAFAYETTE STREET NEW YORK CITY

Printers Since Eighteen Seventy Six

TELEPHONE FRANKLIN 4320



N

M

in
bu
to
an
m
ve
no
is
th
fo
tis
go

th
vi
m
de
th
id
an
th
du
th
m
co
fo
th
fa
sp
ci
w
ag

m
be
le
th
th
ca
ou
W
si
cl
w
pe

ne
T
on
te
ve
at

Cultivating Unsuspected Markets

New Examples of How It Is Being Done, and the Surprising Results That Have Followed

By W. H. Heath

MUCH has been written on the general subject of cultivating new and unexpected markets, but there is accumulating evidence to show that many manufacturers are just beginning to discover the magnitude of the work. Real invention is required. Many firms now employ men whose business it is to look ahead, to anticipate these unexpected markets and to force them, if necessary. Advertising can help produce a fad if gone about it in the right manner.

The trouble in the past has been that markets which are too obvious have been approached. A manufacturer of disinfectants, doing a mere "bottle business" to the consumer, first conceived the idea of selling large atomizers and barrels of the product to such theatres as gave several "shows" during the day. It was obvious that before long health departments would force the issue. The contaminated air, after each performance, must be made pure for the next audience. This manufacturer not only devised the spraying apparatus for this specific field, but mixed a perfume with the disinfectant, making it agreeable rather than otherwise.

Carl Zeiss astronomical instruments, such as telescopes, have been conservatively sold to colleges, private individuals, and through channels long known to the maker for many years. Then came a new suggestion, a new outlet, an unexpected market. Why not suggest the use of good-sized telescopes for use at country clubs? The number of clubs would mean a new list of prospects.

The first advertisement of a new series has recently appeared. The illustration alone is not without a touch or inspiration: The telescope is set upon the broad veranda of a country club. And around it a number of interested

people are gathered. The telescope faces out and across the greensward of a golf course. An insert shows a close-up view of a player caught in the act of making a very difficult shot. The telescope has brought him almost to the edge of the porch.

The text reads:

"Here we have the 'pro' of the Pomonok Club, at Flushing, L. I., following the plays of a member with a telescope. Will he make that five-foot putt? Wonder if it would rattle him to know that someone a mile away is remarking on his form? A good shot—he's made it!"

The copy also suggests that where clubs are on the water it is possible to read the names of passing ships, miles distant, and to watch what is transpiring on their decks. "The heavenly bodies—the moon with its valleys, craters and seas, Saturn with its rings, the sunspots, offer to the owner of a Carl Zeiss telescope an endless and fascinating field of observation and study."

Count up what it would mean to sell a large telescope to every golf club in the United States, or even a modest proportion of them! A tidy little side-line business right there. But, as this advertiser found out, the clubs would not have been the first to make the suggestion. They had not thought of it. Here was an interesting market, like a pay-streak, waiting for the modern Fortyniner.

GOVERNMENT REPORTS OPENED UP A POSSIBILITY

Here is another equally unusual instance: the Hartford Time Switch Company, maker of electrical specialties, became attracted to certain activities connected with electricity and light as related to egg production. At first looked upon as a theme for comic papers,

the scientific possibilities were taken up by the United States Government and agricultural experts. The Hartford Time Switch Company soon learned that artificial early morning lighting of the hennerly will materially increase the winter egg production

ful data for farmers, its engineers and designers created a very special time switch, known, appropriately, as the "Cackle." Once set, the poultryman need not bother, for lights were switched on or off automatically at any desired hour. In the meanwhile,

Government literature was increasing the farmer's interest in this new idea of light for the hennerly and greatly stabilized and increased egg production.

Results have far exceeded expectations, and the "Cackle" is a popular seller in its own field.

Sometimes it happens that a manufacturer of a certain product can, by putting out an allied product, not only win trade for the parent line, but build up an exceedingly profitable accessory business.

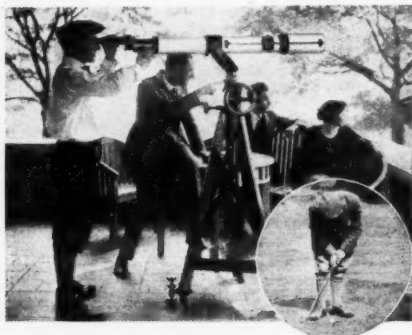
A peculiar instance of this may be cited in the case of what took place in the Thermoid Rubber Company not long

ago. The concern specializes in, and heavily advertises, a product known as "Thermoid Brake Lining."

Thermoid engineers collected ever-increasing statistics to show that because of the intricacies of the relining work it was not done as often as should be, and seldom done expertly. A repair man would almost rather not have the job.

These same engineers knew something else, equally interesting: There seemed to be no efficient machine for automatically relining brakes of a certain type. And so they set to work and produced one, after months of study.

It allowed an amateur to go at the task scientifically; it cut the time required to a very important extent; it was accurate, simple of construction, easy to



Telescopes for Country Clubs and Estates

HERE we have the "gem" of the Pennant Club at Philadelphia, L. I., following the plays of a number with a telescope.

"Will he make that five foot putt? Wonder if it would reach him to know that some one is watching something on his lawn? A good shot—his's ready!"

The telescope shows here is one of a number of Carl Zeiss models, suitable for terrestrial and astronomical observation. These telescopes are so powerful, that objects so far or so small away can be observed as if only a few hundred yards distant, with such sharp definition that the number of passing

ships, for instance, are often legible. The heavenly bodies—the moon, with its valleys, craters and seas, Saturn with its rings, the nebulae, etc., offer to the owner of a Carl Zeiss Telescope an endless and fascinating field of observation and study.

Inspection is invited at the show-rooms of Harold M. Bennett, 133 West 19th Street, New York—U. S. Agents. Write for Carl Zeiss Telescope Catalogue, naming purpose for which telescope is desired.

Canadian readers may inspect these telescopes at the show-rooms of the Douglas Street Co. Ltd., Montreal, Toronto, Winnipeg, etc.

THE ILLUSTRATIONS READILY SELL THIS NEW USE
FOR TELESCOPES

of pullets and individual hens. Electric lights, so used, advance the season of heavy egg production from spring months—when days are longer to shorter days of fall and winter. Production, moreover, was not harmfully forced. Investigations proved that hens under light are in better physical condition and are more able to resist disease, because they are kept scratching for their feed. The exercise is good for them.

And then a culminating discovery was made in conjunction with Government experts. The best time to start these electric lights in the hennerly was 4 A. M. to the dot.

Although selling automatic switches for a great many other purposes the company recognized the importance of this new and exclusive field. Armed with help-

Open Letters to Advertising Agents

THE NATION'S BUSINESS



*Published by
The CHAMBER of COMMERCE of
the UNITED STATES of AMERICA*

Washington, April Tenth
1923.

H. W. Ayer & Son,
Philadelphia, Pa.

Gentlemen:

"The added strength of announcements which reach the executive when he is thinking business expansion."

That idea is worth a chapter, not just a letter.

Action does not spring from a casual atmosphere. The conference that hears many delightful stories usually has to meet again and get down to business.

If your announcements mean business with business men - give them a strong business setting. Let the business man find them before him when he is reading a business magazine.

Let them reach him along with the best business word of the leaders in American business thought.

Let them reach him when he is thinking and planning for the sound development of his business.

Let them reach him in an action atmosphere.

With heartiest good wishes.

Victor Whitlock
Victor Whitlock
Director of Advertising.

FROM THE NATION'S BUSINESS

operate, and surprisingly inexpensive.

"Destined to revolutionize the old methods of relining brakes the country over," predicted the engineers. And manufacture began, although, as the company repeatedly explained in its advertisements, the Thermoid plant was not and did not claim to be a "manufacturer of machinery."

The brake lining machine is sold for what it costs, \$15, the only proviso being that the purchaser must at the same time buy as much as 300 feet of Thermoid brake lining.

The idea has had wide ramifications of benefit. First of all, it has unquestionably increased the sale of brake lining, because it has made the job far less distasteful and expensive. It sells more Thermoid because garage and repair shop men associate the machine with the one brand of lining. Already thousands of the machines have been placed.

Then came a second development in the cultivation of a new market and bulk sales.

A special drive was made to interest owners of large fleets of cars or trucks, where the relining work amounted to impressive figures. The machine in operation for this owner would represent standardized sales in agreeable volume. Because of the machine, Thermoid could offer special inducements.

The suggestion was made to certain persons connected with the College Inn, of The Hotel Sherman, Chicago, that as a number of "specials" served at the restaurant had become nationally famous it might be a financially successful idea to put some of these College Inn recipes up in tins, advertise them under the College Inn name, and create a country-wide market.

After some hesitation, the suggestion was accepted. Today the list has increased to some sixteen different kinds of tinned College Inn specials, and it is freely predicted that the new market will be more profitable by far than the regular restaurant end.

New Publishers' Representative at Kansas City

Ralph W. Mitchell has resigned from the advertising staff of the Capper Farm Press with which he has been for several years, both in the Chicago and Kansas City offices. His resignation is effective April 15. Mr. Mitchell will conduct a business of his own as a publishers' representative at Kansas City beginning May 1.

Ventilator Account for Tolins Company

The Tolins Company, advertising agency of Philadelphia, has obtained the advertising account of the John Call Company, Philadelphia, manufacturer of Liberty Super-Syphon Vortex Ventilators, Pul-Air Ventilators, and Call Unit Ventilators. Business-paper and direct-mail advertising will be used.

In Spring Prepare for Winter

"Plan now against next winter's cold" advises the copy of the Standard Oil Company of New York in a newspaper campaign on "Socony Furnace Oil" directed to householders. Recent coal shortages and furnace troubles are recalled for comparison with results obtained from oil-heating devices. Thus oil advertising aids heater sales.

Textile Publications Are Consolidated

The *Textile Digest*, Philadelphia, has been bought by the Haire Publishing Company, of New York, from the Brewer Company, of Camden, N. J. The *Textile Digest* will be consolidated with *Textiles*, published by the Haire Publishing Company.

Farm Paper Campaign for Suspenders

The Nu-Way Stretch Suspender Company, Adrian, Mich., will use full-page space in an advertising campaign which it plans to conduct in farm papers. The C. C. Stockford Company, Toledo advertising agency will direct this campaign.

A Bundle Tyer Is Advertised

Business papers are being used in an advertising campaign which the National Bundle Tyer Company, of Blissfield, Mich., is conducting to interest the laundry trade in its bundle tyers. This campaign is being supplemented by direct-mail advertising.

Joins Chicago Staff of I. A. Klein

William A. Dart, for the last four years with the Chicago *Daily News*, has joined the Chicago office of I. A. Klein, publishers' representative.

When your salesman “answers by the book”

HOW does your salesman prefer to answer a customer's question?

He would a hundred times rather answer out of his head than by reference to a book. There are some questions, however, which require exact answers, questions which relate to weights, rates, and delivery dates. A guess is no answer at all. If your salesman must “answer by the book,” let the book be as thin as possible. The thinner the book, the easier it is to carry and handle.

More than one firm has profited by printing salesmen's books on Warren's Thintext, a light, compact paper. An understanding of how compact Warren's Thintext is can be gained from the fact that a book one inch thick contains 1184 pages.

Warren's Thintext is strong enough to stand frequent handling. It prints well. Type and half-tones make a clear and pleasing impression on the surface of both sides of the sheet, the paper being practically opaque.

You or your printer can secure samples of Warren's Thintext from any distributor of Warren's Standard Printing Papers.



S. D. WARREN COMPANY, BOSTON, MASS.

WARREN'S

STANDARD PRINTING PAPERS



For 11 months ending
March 30th, Canada's
exports to United States
increased 63 Million
Dollars.

This Suggests the Query:

"Is the sale of your
product in Canada
increasing,
decreasing or
non-existent



**THE DAILY
NEWSPAPERS**

In Canada Use Newspapers—

IN Canada, everybody in or near the urban centres reads one or more Daily Newspapers. Distributors, Jobbers and Retailers are all Daily Newspaper readers.

Daily Newspaper advertising gets rapid-fire action. You can change your copy to meet different conditions, making one appeal in one "Zone" and a different appeal in another. You can adjust the volume of advertising to local needs, increasing the campaign where greater sales efforts are needed—and take advantage of local conditions of weather or demand which necessarily vary in a broad country such as Canada. This is one of the most important considerations in Canadian advertising.

*Write direct to these Newspapers or
ask your Advertising Agency for data
concerning them:*

The Maritime Market

Population	Newspaper
St. John, N. B. . . . 55,000	Telegraph & Times
St. John, N. B. . . . 55,000	Journal
Halifax, N. S. . . . 75,000	Chronicle & Echo

The Quebec Market

Population	Newspaper
Quebec, Que. . . . 111,500	Le Soleil (French)
Quebec, Que. . . . 111,500	Telegraph
Montreal 839,000	Gazette
Montreal 839,000	La Presse (French)
Montreal 839,000	La Patrie (French)

The Pacific Market

Population	Newspaper
Vancouver 185,000	World
Victoria 60,000	Times
Victoria 60,000	Colonist

The Ontario Market

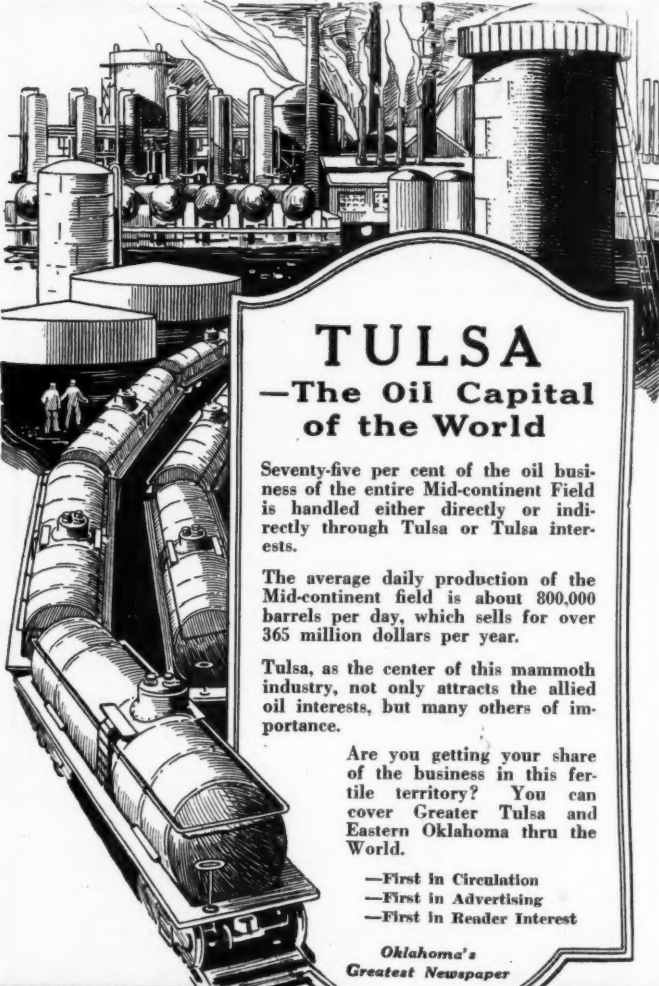
Population	Newspaper
Kingston 25,000	Whig
London 70,000	Advertiser
London 70,000	Free Press
St. Catharines. . 21,000	Standard
Brantford 35,000	Expositor
Toronto 622,326	Globe

The Prairie Market

Population	Newspaper
Winnipeg, Man. 280,000	Free Press
Winnipeg, Man. 280,000	Tribune
Regina, Sask. . . 35,000	Leader & Post
Saskatoon, Sask. 31,334	Phoenix & Star
Calgary, Alta. . . 75,000	Herald
Edmonton, Alta. 70,000	Journal

OF CANADA

General Advertising Agency, Toronto and Montreal



TULSA

—The Oil Capital of the World

Seventy-five per cent of the oil business of the entire Mid-continent Field is handled either directly or indirectly through Tulsa or Tulsa interests.

The average daily production of the Mid-continent field is about 800,000 barrels per day, which sells for over 365 million dollars per year.

Tulsa, as the center of this mammoth industry, not only attracts the allied oil interests, but many others of importance.

Are you getting your share of the business in this fertile territory? You can cover Greater Tulsa and Eastern Oklahoma thru the World.

- First in Circulation
- First in Advertising
- First in Reader Interest

*Oklahoma's
Greatest Newspaper*

TULSA WORLD

RELIABILITY — CHARACTER — ENTERPRISE

A Bank Combines the Institutional and Selling Appeals

The National Shawmut Bank Talks Directly about Its Service without Neglecting the Historical Background

A BROAD classification would list bank copy under two distinct types. The first, and most frequently employed, is the institutional appeal. This lends itself to exceedingly human treatment and might almost be called the advertising favorite of the banking fraternity. The second, is the copy appeal which contains a distinct selling note. As a matter of fact the sales slant may be rather indistinct, such as when thrift is advertised and the bank's services tied up indirectly. Nevertheless, this type of copy is entirely different from that based on the institutional appeal and is easily distinguishable.

When the National Shawmut Bank advertising was first started, a historical appeal was used. By tying up its service with the historical and industrial development of New England, with which the bank was intimately associated, it felt it was aiding in the upbuilding of New England, at the same time attracting attention to and developing a general confidence in itself outside of its immediate territory.

One of the advertisements, for instance, made use of the fact that the first president of the bank was one of a committee of Boston merchants appointed in 1839 to negotiate with Samuel Cunard for the establishment of a direct steamship line between Boston and England. In others the growth of several great New England industries was sketched in such a way as to show the part played by the institution. Others linked the bank with the development of the fine paper industry, the cotton industry and the fishing industry.

Feeling that the primary purpose of the advertising, that of making the name of the bank known and inspiring confidence in it, was accomplished, a shift was

made in the nature of the appeal for 1922, when the advertising commenced to talk more directly and specifically about the service the bank had to offer. The broad institutional appeal was not neglected, but by tracing the connection of the bank with industries in other sections of the country, a background was provided for the mention of its service.

HISTORICAL DATA THAT EASILY FLOWS INTO A SALES TALK

"Forging the link between the East and West Coasts" is the title of one of the recent advertisements, wherein it is pointed out:

"New England's relations with the Pacific Coast began in 1788. In that year Captain Robert Gray, a Boston fur trader, seeking new territory, discovered the great river which bears the name of his ship, the Columbia. . . .

"Likewise pioneering to establish broader commerce, the National Shawmut Bank established direct connections in Pacific Coast cities many years ago. This insures fast banking service. . . . Nature endowed the Pacific Coast cities lavishly with natural resources whose products find a ready sale in New England. . . . The National Shawmut Bank is ready to assist in finding new markets for such worthy goods."

In an advertisement entitled "Building a Greater West," topped by an illustration of a dashing old time stage-coach, the statement is made, after mentioning the rapid development of the West.

"It is a pleasure for the National Shawmut Bank to help keep the West in close touch with the manufacturers of goods that have made New England world famous. There are many routine banking, and also more personal, services which this bank can perform particularly well for West-

ern banks and businesses because of our broad acquaintance with all New England activities."

In this way the institutional and historical note is preserved, conveying the impression of dignity, size, stability and confidence; but in each case some specific mention is made of the bank's services. In one case it may be an invitation to confer about new markets, in another it may be a bid for correspondent banks to do business with it. Again it may be mention of the import and export facilities. In most cases this mention of the bank's services is directly related to the industry or section which is the keynote of the advertisement.

In explaining the bank's advertising for PRINTERS' INK, Addison L. Winship, vice-president, in charge of public relations, said:

"We consider our advertising to be highly profitable, and our continued use of it, increasing in extent year by year, is evidence of that fact. The question asked is the same one that our directors ask each year when the matter of approving the appropriation comes up.

"Now, like most advertising of a general nature, we have no figures that we can produce to back up our belief, since there are so many factors that enter into the growth or lack of growth of banking business.

TAKING THE FAR-FETCHED EXAMPLE FOR A REASON

"Yet there are straws that show which way the wind blows—incidents that crop up here and there which show that the advertising is getting in its work. To cite an instance, perhaps the following, while rather unusual, will illustrate how the advertising tends to make the bank well known and inspires confidence. It brings up a situation a little outside of regular banking functions—nevertheless banks are going farther and farther afield, and the present-day bank has such a variety of functions never thought of in days gone by that there is as much difference between a modern bank and one of a hun-

dred years ago as between an electric bulb and a candle light.

"A business man in Argentina had been reading our advertising, it appeared, and finally he wrote us that he wanted to place his two children in a school in the United States, creating a trust fund to care for their education, and asking if we would undertake to place them and care for the fund, at the same time having an officer of the bank assume a certain interest in the children's welfare."

SOME PROOF OF RESULTS

To cite other instances:

"Not long ago one of the largest fruit growers' association in the West communicated with us in regard to routing their collections through our bank. In writing they mentioned the fact that they were inspired through the offer of such service in our advertising.

"A large co-operative marketing association in the Middle West, attracted by our advertising, has been sending its drafts on Eastern points for collection through our bank.

"As a result of one advertisement in which we pointed out that drafts from the South on New England would be collected in one to three days less time when routed through our institution, a Southern bank was induced to route its cotton drafts on New England and northern points through us.

"Recently we received a letter from a merchant in Java, who desired to make banking connection in this country through which he might send drafts and other documents covering shipments of goods of widely varying character. In his letter he made particular mention of the fact that he had learned from our advertising that we were equipped to handle such service.

"These are but a few of the many instances which come up almost every week. They indicate that our advertising is registering with the type of people we want to reach—that they are reading it and are influenced to act thereby."

A San Francisco Invitation to Advertisers

ASSOCIATED FARM PAPERS

SAN FRANCISCO, CAL., Mar. 16, 1923.

Editor of PRINTERS' INK:

Recently the program committee of the San Francisco Advertising Club held a meeting at which the matter of securing attendance at their weekly noon luncheons of visitors from the East was discussed.

Every Wednesday noon the San Francisco Advertising Club meets at a luncheon at the Palace Hotel, and these noon meetings are very interesting and live affairs, being attended by most of the advertising fraternity of San Francisco.

We realize that hundreds of executives and advertising managers of Eastern concerns visit California every year. It is the desire of the San Francisco Advertising Club to get in touch with these men when they are in our city and to have them call at the club headquarters, Palace Hotel, and if they happen to be here on Wednesday to attend our weekly meeting. We believe the interchange of ideas will be both beneficial and interesting.

The club would greatly appreciate it if you would carry a little news note to the effect that they would be very glad to not only have executives, advertising managers and representatives of Eastern concerns make themselves known while in this city, but also be glad to hear from such concerns in advance regarding contemplated trips of any of their personnel to San Francisco with the idea of extending every courtesy possible in connection with the weekly meeting.

ASSOCIATED FARM PAPERS,

L. W. CLARK,

Manager, San Francisco Office.

Advertiser His Gain from Conventions

An optometrist and manufacturing optician of Johnson City, Tenn., William Silver, used one-fourth of a page in a local newspaper to tell the public of his forthcoming trip to the annual convention of Tennessee optometrists at Knoxville. Quoting Benzoma, wise man of old, that "He is wise that learns from everybody," Mr. Silver gives as his reason for attendance at every convention of his profession, State or national, that learning from the ablest scientists of the further research in the examining of the human eye and its fitting with glasses, he is able to render better service at home.

Appointments by "The Crescent"

Joseph A. Klein, of New York, has been appointed financial advertising representative of *The Crescent*, St. Paul, Minn.

This publication also has appointed the Sidney J. Wolf Special Agency, of San Francisco, as its Pacific Coast advertising representative.

The Importance of Research to the Progress of Industry

To cultivate the research spirit among college students so that they will be prepared to carry on the work of applied science is a subject of university responsibility was the opinion expressed by E. J. Mehrens, vice-president of the McGraw-Hill Company, Inc., in an address delivered at the College of Engineering of the University of Illinois.

He emphasized the importance of scientific research to the progress of industry and in the course of his speech said:

"The best of organizing brains, the greatest of financial resources, the most versatile of salesmanship are not sufficient of themselves to build industries. There must be knowledge, abundant knowledge of intricate industrial processes. The richest resources have been worked out. Profit must be wrung from poorer materials. Today, as never before, knowledge is power, and industrial knowledge, at the present stage of engineering development, is, more and more, a direct function of scientific research. Some industries are farther advanced than others. Success in many industrial operations can now be won only from the introduction of great refinements, from the development constantly of new materials and new products, from the discovery of processes which shall give value to the materials which were useless under cruder processes of recovery."

Chautauqua Lake, N. Y. To Be Advertised

A newspaper campaign extolling the beauties of Chautauqua Lake in Western New York State with a view to interesting prospective summer resort patrons will be made during the next four months. Hotel and boarding-house operators of the various towns along its shores; the traffic department of the Jamestown, Westfield and Northwestern Railroad Company, and commercial organizations including the Jamestown Board of Commerce, are supporting the campaign. The account has been placed with the E. P. Remington Advertising Agency, Buffalo.

Joins Birmingham, Ala., Agency

Paoli Smith has resigned as secretary of the Birmingham, Ala., Junior Chamber of Commerce, effective May 1. He will become associated with The Sparrow Advertising Agency, Inc., of Birmingham, in which he has acquired an interest.

Herbert Mills, recently assistant advertising manager of the L. E. Waterman Company, New York, maker of Waterman's fountain pens, has joined the art department of the American Lithographic Company, New York.

Jobbers Suggest That Producer Advertise

FOR over a quarter of a century Veronica Water has been sold via the word of mouth route. Recently, new owners took over the Veronica Springs Company, of Santa Barbara, Cal., and one of the first things to receive consideration after financial and reorganization plans were completed was a campaign of paid publicity. In this connection it was decided to sound out the attitude of the jobbers distributing Veronica Water. By itself that is not an unusual move. Many manufacturers have placed the matter of advertising up to their wholesale distributors and frequently proposed campaigns have been dropped because of the hostile attitude adopted by jobbers.

Apparently, however, drug jobbers on the Pacific Coast have been thoroughly convinced of the advantages derived through selling advertised merchandise, for the Veronica company was told in no uncertain terms that advertising was the very thing needed to increase the sales of Veronica Water. About one hundred and sixty drug jobbers were asked by the company to fill in a questionnaire which inquired, among other things, whether in their opinion, advertising to the public would place the Veronica product on a sales par with other well-known mineral waters. Without an exception the wholesalers testified that all that was needed to insure volume was a consistent campaign of paid publicity.

Advertising plans were immediately placed through the various stages of development. As it now stands, the schedule calls for localized work in each of the metropolitan centres on the Coast, and then on into the East. Newspapers are to be used in all of the large jobbing centres. A policy of continuous advertising, after the appearance of the initial series, will be followed. Small space is to be used in each town of 5,000 or more population.

In addition to the newspaper advertising, copy has already been released to the medical journals and drug publications. Insertions are timed for at least once a week. In some sections, two and three insertions weekly are planned. A number of folders and booklets are also in course of preparation, including a very ambitious one directed to the medical fraternity.

"The Water Way to Health" is the slogan, appearing in all the copy which strikes the campaign's keynote. The early history of Veronica Springs is given briefly in the first advertisements and the remainder of the series explains how the water serves as an aid to good health.

A Product Is Advertised as a Salesman

The increased market desirability of a home equipped with an Arcola heating system has been made the subject of business-paper advertising of the American Radiator Company.

One piece of copy tells home-owners and prospective builders of the advantages of the Arcola as a salesman in selling their houses. It is headed "For houses for sale or rent, Arcola is a salesman," and is followed by a testimonial letter from a customer in which he tells how the Arcola hot water heating system sold his house. The copy then continues, "Arcola is an investment on which it is impossible to lose. If you are building houses for sale you discover that buyers are glad to pay more for a house with Arcola and an American radiator in each room. If you are building houses for rent, you can justifiably ask a higher rent and the tenant saves at least one-third on his fuel bill."

Wisconsin Electric Company Plans Campaign

The Wisconsin Electric Company, Inc., "Dumore" electrical tools and appliances, Racine, Wis., has appointed H. A. Shultz as advertising manager, and L. B. Augustine as export sales manager. Direct-mail advertising and publications will be used in a campaign extending into foreign fields in an effort to regain business enjoyed prior to the war.

New Account for Hulscher- Rothenburg

The Poster Cotton Mills, manufacturer of "Postex and Garza" sheets and pillow cases, Post, Texas, have placed their account with Hulscher-Rothenburg, Inc., New York advertising agency.



Continuous, Timely Displays

Here is a new type of dealer sales help that gives you continuous, timely window display at surprisingly low cost.

Multiplex Screens are made of all-steel channel frames, which permit the display sheets used to be slipped easily in and out of the frames.

Think what this means! The screens, being quickly refillable, can be changed periodically and kept always fresh and in line with any advertising program being followed. Inexpensive printed or lithographed posters, that do not bend, crack or become otherwise unsightly, can be used instead of the usual cut-outs. Refill sheets are sent in mailing tubes at very low cost.



Light weight—easy to handle—ship by Parcel Post or express—easy to set up—easy to change displays.

Send for further details on Multiplex Screens—learn more about their advantages and unusual features of construction and design.

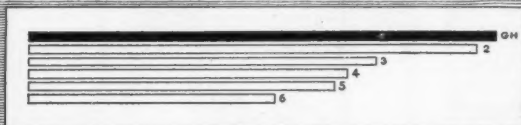
We also manufacture a varied line of dealers sales helps.

MULTIPLEX DISPLAY FIXTURE CO.
922 N. Tenth Street, St. Louis, Mo.

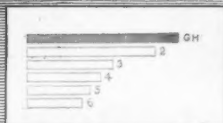
New York, Chicago, Philadelphia, Cleveland, Minneapolis, San Francisco, Los Angeles

Multiplex

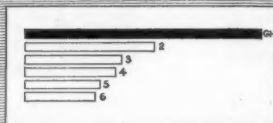
ALL-STEEL WINDOW SCREENS



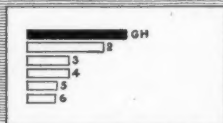
Total Accounts



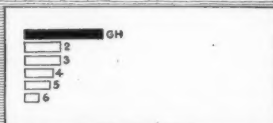
Food Accounts



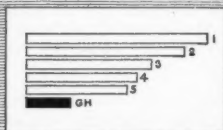
Household Equipment Accounts



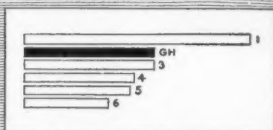
House Furnishing Accounts



Building Materials Accounts



Drug and Toilet Preparations Accounts



Textile and Weaving Apparel Accounts

GOOD HOUSEKEEPING

No. 2 of a series

Leadership

During 1922 Good Housekeeping published more Food Accounts than any other monthly magazine in the general woman's field.

Such a record, obviously, can mean only one thing—manufacturer acceptance. And acceptance is based on business, on results.

GOOD HOUSEKEEPING

Apr. 12, 1923

U. S. Rubber Gets Quick Results in the Hotel Field

United States Rubber Company

March 28, 1923.

Hotel Management,
342 Madison Ave.,
New York City.

Gentlemen:

Gentlemen:
The advertising of "U. S." Title Floring has thus far appeared in three issues of Hotel Management. Before January of this year, our product was practically unknown in the hotel field. The direct replies from our advertisements have, in quantity and in character, proved to us both the interest of your readers in your publication and the worth-while character of the field to which it appeals.

Many study years:

Robert L. R. R.
Advertising Manager.

QUIET



As a frequent lecturer in the management of small business in the American West, the Governor is making numerous visits to such communities every month and is well liked.

His home now is looking like "A. K. A." The flowering of the orchards and the green of the fields has been the first of the season.

The Governor is a skilled hunter of game and a fine fisherman. He is a fine swimmer and a fine skier. He is a fine horseman and a fine driver. He is a fine golfer and a fine tennis player. He is a fine dancer and a fine singer. He is a fine actor and a fine writer. He is a fine leader and a fine friend.

Available in a large variety of attractive colors and designs.

United States Rubber Company
Plant Division, Cincinnati
1900

"U.S." Tile Flooring



HOTEL

342 Madison Ave.,
New York City

Blanchard-Nichols-Coleman, Pacific Coast Representative



Direct-Mail Advertising That Architects Frame

Pratt & Lambert Give the "Hall of Fame" Idea an Unusual Twist

FOR many years—at least thirty or forty—Pratt & Lambert, Inc., Buffalo varnish makers, have enjoyed an excellent standing with the architectural profession. Advertising, of the usual type, had helped create this satisfactory state of affairs. For example, among many other things, there was a series of seventeen letters on wood-finishing. The information these contained was painstakingly compiled and was exceedingly valuable to the architect, so much so, in fact, that it was found wise, later on, to reprint the letters in book form.

But the company was not satisfied that it had exhausted every possibility of impressing the architect favorably. For some time, Walter P. Werheim, advertising manager had been seeking an idea which would offer the use of a different style of advertising with, perhaps, a coincidental increase in the efficacy of the appeal. One day, Mr. Werheim came across the advertising of a paper house. This consisted of black-and-white drawings of Presidents of the United States. The Fatima color portraits began to appear at about the same time.

The two campaigns suggested to Mr. Werheim the idea of sending to architects a set of colored portraits of famous American architects. But how to select the architects for the "Hall of Fame" was a real problem. It was necessary to decide who were the most famous of all the thousands of architects who had made names for themselves during the time the profession has been practiced in this country.

First of all, local libraries were visited and a list of between fifty and seventy-five noted architects compiled. This list was sent to editors of architectural publications and to a few architects who were posted on the history of the profession. These experts were

asked to check the names of those architects they felt should be included in the list. When everybody was heard from, all historical works of architecture available were consulted and then a final selection was made. Incidentally, it was decided not to print the portrait of any living man.

WATCHING THE DETAILS

Then arrangements were made with an artist to paint the portraits. With this task finished the portraits were printed in folder form, size eight and one-half by eleven inches, pictures outside and reading matter inside. This made it possible for the recipient to tear off the second sheet if it was desired to bind or frame the series. There were twelve in all, and they were mailed at regular intervals. Underneath the portraits, in very small type, was the copyright line which carries the name of Pratt & Lambert, Inc., the only advertising on the permanent part of the folder.

The inside, right-hand page of the folder, contained four or five paragraphs of a biographical nature concerning the architect whose portrait appeared on the reverse side. On the opposite page were a few paragraphs designed to foster good-will for Pratt & Lambert.

The folders went to a list of approximately 10,000 architects, architectural schools and architectural societies. The mailing of the folders started in 1920 and was completed but a short time ago. Hundreds of letters have been received in appreciation, and the requests for additional copies ran into large numbers.

Several schools of architecture in leading colleges informed Pratt & Lambert that the complete set would be bound for reference or framed and hung in the college libraries. Scores of architects requested extra copies for framing.

Pratt & Lambert salesmen were so frequently importuned to secure additional sets that they became enthused over the idea. Some requests were received from officers of local chapters of the American Institute of Architects, who said that the pictures would be mounted and placed on exhibition in the club rooms. Of course there was some disagreement among the profession concerning the selection of subjects, but this merely served to intensify interest in the series and the company is convinced the advertising is the most effective mailing campaign to architects it ever undertook.

Fort Worth, "Record" Becomes a Hearst Property

The Fort Worth, Tex., *Record* has been bought by William Randolph Hearst from J. H. Allison.

A new company has been organized under the name of The Fort Worth Record Company to succeed the Record Company which has been publishing the newspaper. The officers of the new company are D. D. Moore, president and publisher; W. G. Turner, vice-president, and John T. Gough, secretary-treasurer and business manager. The board of directors are William Randolph Hearst, Robert W. Flournoy, W. T. Ladd, D. D. Moore and W. G. Turner.

Mr. Moore, the new publisher, had previously been publisher of the New Orleans *Times-Picayune*. Mr. Gough succeeds H. E. Grimes, who had been business manager.

Bag and Paper Account for Kastor Agency

The Victory Bag & Paper Company, Chicago, has placed its account with the H. W. Kastor & Sons Co., Chicago advertising agency. The company plans a newspaper campaign for its paper food containers.

Paul Douglas with Toledo Confectioner

Paul H. Douglas, recently advertising manager of A. Bourjois & Company, Inc., has been made vice-president of the John Hoffmann Company, manufacturer of confections, of Toledo, O.

Leaves St. Louis Better Business Bureau

E. J. Brennan has resigned as manager-counsel of the St. Louis, Mo., Better Business Bureau, effective the latter part of April. He will take up the practice of law.

Will Direct Railroad Public Relation Work

Holcombe Parks, for five years with *Railway Age*, Chicago, has been placed in charge of the public relations and employees' welfare departments of the Norfolk & Western Railway Company at Roanoke, Va. The railroad will publish, under his supervision, a monthly employees' magazine.

Kelvinator Sales Corporation Appoints R. D. Hughes

R. D. Hughes has been appointed advertising manager of the Kelvinator Sales Corporation, electric refrigeration outfits, Detroit. Mr. Hughes was formerly with the Packard Motor Car Company, and the Burroughs Adding Machine Company, also of Detroit.

Rhey T. Snodgrass to Join "Cosmopolitan"

Rhey T. Snodgrass will join the advertising staff of *Cosmopolitan* on April 16. He was formerly president and treasurer of Snodgrass & Gayness, Inc., New York advertising agency, and more recently was with the Cowen Advertising Company, Inc., also of New York.

C. Nestlé Company Appoints F. H. Pepper

F. H. Pepper, who has been with The Herpicide Company, of Detroit, Mich., for more than eighteen years, has resigned as sales manager to join the C. Nestlé Company, New York, manufacturer of permanent hair-waving outfits, in a similar capacity.

Will Advertise New Automatic Pencil

The Penkala Pencil Company, Chicago manufacturer of a new automatic pencil, has placed its advertising account with Behel and Harvey, Chicago advertising agency. Newspaper and magazine advertising is planned in the fall for this account.

W. F. Marr Elected Director of United Electric Company

W. F. Marr, director of sales of the United Electric Company, Canton, O., "Ohio" portable and "Tuec" stationary electric cleaners, has been elected a member of the board of directors of that company.

Montreal Agency Adds to Staff

Harry H. Cromwell has become a member of the staff of the R. Sykes Muller Company, Limited, Montreal advertising agency. He formerly was advertising manager of the Canada Starch Company, Limited.

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK



*If you want to know about our work, watch
the advertising of the following products:*

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
INTERWOVEN SOCKS
GRINNELL SPRINKLERS
WELLSWORTH GLASSES
McCUTCHEON LINENS
PETER SCHUYLER CIGARS
TERRA COTTA
TARVIA
WALLACE SILVER
ENCORE PICTURES
NEW-SKIN
WESTINGHOUSE AIR SPRINGS
"QUEEN-MAKE" WASH DRESSES
BARRETT SPECIFICATION ROOFS

What we've done for others we can do for you.

Early Filing of Trade-Mark of Advantage

Patent Office So Holds in Decision
Rendered in Trade-Mark Con-
test between the Nyal Company
and the Paris Toilet Company

Special Washington Correspondence

IT has long been the practice in patent contests in the Patent Office to throw the burden of proof on the later applicant for a patent. Thus, if neither party takes any proofs to support his case, the Patent Office grants the patent to the earlier applicant even though it might be possible to prove that the later applicant is the true inventor. This practice has been followed in trade-mark contests so that although one applicant for registration may claim to have used a certain trade-mark longer than another earlier applicant, registration has always been granted to the earlier applicant if no proofs were taken.

Recently, the Nyal Company and the Paris Toilet Company each filed applications for registration of a mark consisting of the representation of a peacock. The Paris Toilet Company filed its application first, but only claimed use of its mark since March 6, 1920, whereas the Nyal Company claimed use of its mark since November 27, 1918. Each party had sworn to the truth of the earliest date of use claimed.

For one reason or another, the Nyal Company did not take any testimony to prove its claim of earlier use and under the circumstances the Paris Toilet Company got a favorable decision on the basis of its earlier filing date without the necessity of taking any proofs. From this decision, the Nyal Company appealed to the Commissioner. In its appeal, the Nyal Company maintained that since neither party had produced any evidence in support of its sworn date of use, the one that declared the earlier use should be granted registration regardless of when the applications were filed since the mere filing of an appli-

cation does not aid in determining who first adopted and used a trade-mark. While the Commissioner was apparently unable to find any decisions supporting the practice of the Office in this respect, since he cited none, he refused to consider the declaration filed by each party as to earliest date of use as being evidence or proof of the earliest use claimed therein and held that there is no good reason why the patent practice of favoring the first applicant should not be equally applicable to trade-marks. Therefore, although the Nyal Company has claimed under oath on the Patent Office records that it used its mark a year and one-half sooner than the Paris Toilet Company claims to have used its mark, the Nyal Company has been refused registration.

This case shows the advisability of applying for Federal registration of a trade-mark as soon as one has made the requisite interstate or foreign shipments, as contests are not infrequent and many cases are won and registrations obtained merely on the basis of an earlier filing date because the earlier user is unwilling or unable to go to the expense of taking the necessary testimony to prove his earlier use, of which there may be no doubt in the mind of either party.

Canadian Cities to Advertise "Old Home Week"

Advertising campaigns will be conducted in newspapers of New England, the East and the Middle West by several cities in the Canadian Maritime Provinces to attract tourists to Old Home Week celebrations which are being arranged for the coming summer and fall. The cities which already have arranged for these celebrations are Halifax, N. S., St. John, N. B., Sydney, N. S., and Woodstock, N. B.

C. M. Olmstead Joins J. Walter Thompson

C. M. Olmstead, who formerly conducted the C. M. Olmstead Advertising Service at Portland, Ore., has joined the New York staff of the J. Walter Thompson Company. Mr. Olmstead at one time was in charge of advertising for the Northwestern National Bank, Portland, Ore.

true-talk

about SEATTLE and
her newspapers ^ ^ ^

3

The Voice
of the Pen

ASK him who knows his Seattle if any Seattle paper has a real voice in the city, and it's dollars to doughnuts that he'll say, "Yes, one—the Star."

We admit it, modestly. The Star's voice is seldom stilled—if work exists. It is influenced by neither class nor creed; it fights for one thing only—the good of Seattle and her people.

And when you realize that the Star, without premium or voting contest, has outstripped every other paper in daily circulation, you realize that it today combines *class* and *mass* in the best advertising VALUE in Seattle.

GILMAN, NICOLL & RUTHMAN

Representatives

New York Boston Chicago San Francisco

The Seattle Star

The
Quality and Quantity
Paper of Seattle!

Help your dealers

We Offer You An Experienced Service

Automobiles

Chandler
Jordan
Packard - also Trucks
Peerless
Winton
Graham Brothers Trucks

Automobile Accessories

Westinghouse Batteries
Firestone Rims
Firestone Tires
Miller Tires
Pennsylvania Vac. Cup Tires
Oldfield Tires
Westinghouse Air Springs

Electrical Appliances

National Mazda Lamps
Duplexalite Fixtures
North Electric
Stromberg-Carlson
Westinghouse Electric & Mfg. Co.

Building and Construction

Marion Steam Shovels
Consolidated—Expanded Metal Co.
The General Fireproofing Co.
Pittsburg Water Heaters

Machinery and Industrial Equipment

Brown Hoist
Cletrac Industrial Tractors
The Ingersoll Milling Machine Co.
The Lanston Monotype Co.
McKinney One-Man Trucks
The Parkersburg Rig & Reel Co.
Timken Roller Bearings

Wearing Apparel

H. Black Co.—Wooltex
Printz-Biederman—Printzess
Kaynee Washtogs

Farm Equipment

The Delco Light Co.
Cletrac Farm Tractors
Goulds Pumps

Paints—Oils and Chemicals

Ripolin
G. F. Technical Paints
The Glidden Co.
Pittsburgh Plate Glass

Instruments, Professional and Scientific

The Cleveland Dental Mfg. Co.
Conklin Pens and Pencils
Seneca Cameras
Standard Optical Co.

Hardware, Tools, etc.

Herbrand Tools
Cleveland Twist Drills
McKinney Hardware
Osborn Brushes

Office and Store Equipment

Art Metal Steel Furniture
Autocall
G. F. Steel Furniture
Toledo Metal Furniture
Todd Protectograph
Wales Adding Machines

Household Fixtures and Furnishings

Griswold Cooking Utensils
Jewett Refrigerators
Macbeth-Evans Glass Ware
The Michigan Stove Co.
New Process Stoves
The Plate Glass Mfrs Ass'n
Reliable Stoves
Reznor Gas Heaters

The Co.

For twenty-eight years
helping manufacturers
increase their sales

rs make more Sales

TEACH your retail dealers how to use their windows, how to make floor displays, how to build up mailing lists, how to do more aggressive advertising, more go-getter selling.

Bigger sales for them pile up sales for you. That builds solid good will, based on profits for both you and them.

The road to Bigger Sales has been taken by such firms as those listed here.

The specific sales-vehicle used was Corday & Gross Direct Advertising.

It is feasible for you. It will bring you bigger sales, bigger profits.

PROMOTING SALES is a 56-page survey of present day methods of distribution. You'll find it interesting because it will make you think. The book will be sent free to corporations, only upon the request of persons holding responsible positions.

ne Corday & Gross Co.

EFFECTIVE DIRECT ADVERTISING
Cleveland



"ON OUR NEXT LIST—

and wish we had recognized before, the scope and extent of the advertising service you render in the boy-and-girl field"—summarizes a recent letter to us from a well-known national advertiser.

The purpose of THE TRIO, the character and volume of their circulations, the effective way in which they reach a million desirable homes, their proven responsiveness, the reputation and responsibility of their publishers—these facts are the sound foundation for a successful campaign in which our young folks will demonstrate the immediate and future value of their good will and aggressive buying-influence in behalf of this advertiser.

We are co-operating with a growing number of national advertisers who are learning first hand the advantages of an intimate acquaintance with so responsive a field.

THE TRIO can be used singly or collectively to reach either the boys or the girls, or both, and through them a million homes.

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

David C. Cook Publishing Company, Elgin, Illinois

WESLEY E. FARMILOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York
Ronald C. Campbell, 326 W. Madison St., Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

"Cook's WEEKLY TRIO": A MILLION BOYS AND GIRLS

THE MEN AND WOMEN OF TOMORROW

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

What the Exclusive Agency Contract Should Cover

Some Clauses That Are Commonly Inserted for Mutual Protection

THE exclusive agency contract may be as comprehensive in its details as the manufacturer chooses, but the selling rights must be definitely conferred on the agent for all sales of the product in the specified territory. Where one dealer cannot cover a local market, as in the larger cities, this exclusive selling right usually is replaced by the joint exclusive agency system except in the case of such "style" goods as women's dresses. Large manufacturers generally reserve the right to sell direct to special customers, such as the United States Government, States, and county and municipal bodies. Sometimes, also, the manufacturer reserves certain classes of trade as house accounts. One nationally known manufacturer of house paint, for example, reserves all manufacturers and other large consumers of its line purchasing for use in their own business and not for resale. Whether on an out-and-out exclusive basis or limited as to the number of competitors or their proximity to one another, the exclusive agency agreement must insure that the agent has some market which is wholly or partly given to him.

The wording of the contract clause covering exclusive selling rights usually provides that, subject to the other conditions and stipulations "hereinafter expressed," the "dealer shall have the exclusive right to purchase (a given commodity or line) during the continuance of this contract, for distribution and sale within the following described territory only." When certain trade is excluded from the dealer's rights, it is or should be so stated in the contract.

In large cities, however, a joint

or limited exclusive agency, granted to a few preferred dealers on a locally competitive basis, is customary on lines in general demand. This arrangement in large cities may be considered to be in a sense exclusive, as there is in most cases more business than any one dealer could handle and, as a rule, enough for all the agents.

The contract should definitely fix the boundaries within which it gives the agent the single or joint right to sell. Ordinarily he is given enough territory to make it worthwhile to give the product an intensive sales effort and to spend some money for local advertising. As a rule, territory is allotted either directly or indirectly on the basis of population. For each commodity in general use there is always a community of a certain size which can be adequately covered by one exclusive agent. Any town or city of a larger size is divided usually between two or more agents, and this unit of population is the yardstick by which it is measured. It varies greatly with the nature of the product, the trading habits, the wealth and earnings of the people, and the standing of the retailer. Some idea of the ways in which territory is divided is shown by the tabulation on page 138 of individual reports received from manufacturers.

At the same time the agent is enjoined from soliciting business for the exclusive line outside his own territory or, as it is often put, he is not to solicit in any territory assigned to others or covered by the manufacturer's branch offices.

Offhand snap judgment that the big market is in large communities is dangerous. Many products sell largely in rural sections. Low-priced automobiles furnish a good example in point. One of the largest firearm and ammunition makers states, too, that "our

Reprinted by permission of the Bureau of Business Research, New York University, from a report entitled: "The Exclusive Agency."

<i>Nature of Commodity</i>	<i>Basis</i>	<i>Unit of Territory</i>
Office Equipment	Community must be 5,000 to make it worthwhile for manufac- turers to dis- tribute high- grade literature and selling helps.	25,000
Hosiery	Dominance of merchant over his market.	Towns not over 5,000 to 15,000
Varnish	Population	10,000
Stoves, Ranges, Furnaces	Population	50,000
Paint	Adequate dealer co-operation	Up to 5,000

prime market is on the farms and in communities from 50,000 down." For such commodities as phonographs the "drive in" population surrounding a town is important, and must be considered in determining the number of agencies and quotas.

ASSIGNING JOINT AGENCY TERRITORY WITH LIMITED RIGHTS

In the larger cities practically no one exclusive agent could adequately develop the market even for a specialty, except possibly for a few high-priced "shopping lines." Business there covers too wide an area, and most city dwellers and commuters have more or less habitual shopping routes, determined by where they live and how they travel to work. Manufacturers using the exclusive agency system generally divide the territory in these larger cities among a certain number of agents, mainly according to the agent's ability and local trade conditions. But the nature of the product also has an important bearing. High-priced goods bought as "shopping lines" and style goods may be handled by a single agent; while the dealer handling a rapid-repeating necessity is generally content not to push for sales so long as he gets satisfactory volume for himself, and consequently several agents may be required.

In the larger cities the manufacturer's principal consideration is to have sufficient retail outlets to develop the full potential demand for his goods. Enough dealers are appointed to provide for this. In so far as he can, he protects the interests of those already handling his line when he appoints a new one. Thus a large shoe manufacturer with over 100 retail agents in Philadelphia, never allows more than one agency to a block. A stove and furnace manufacturer with over 50,000 retail agents reports that he usually protects them by appointing no new agent within a mile-and-a-half radius of any agent's place of business. Other manufacturers get the approval of their present city agents before establishing new ones, so as to retain their good-will.

On the other hand, a manufacturer of women's dresses has found it impossible, even in so large a territory as the "metropolitan district" in and around New York City, to have more than a single agent.

A prime factor in favor of the exclusive agency system is the fact that according to its terms the dealer ordinarily agrees to maintain a representative stock of the manufacturer's line. This is always one of the most important provisions in the formal, printed agency agreement. The agent undertakes as a rule "to carry at all times a stock of (the specified article) equal to one-twelfth of the minimum quantity specified in this contract."

The provisions for the maintenance of stock are usually quite rigid with manufacturers who sell a high-cost shopping line and are evidently intended to insure a definite turnover of the large amount of capital tied up in stock at the factory.

QUOTA OF PURCHASES BY AGENT

Over one hundred reports were received from all sources relating to the requirement of a minimum quota of purchases necessary for the retention of the exclusive agency. Of these, eighteen out



The STRATHMORE TOWN Series

THE merchants and institutions of the Town of Strathmore are about to advertise. Imaginary concerns, of course, are they all. But they represent, in a very real way, the important fields of direct-mail advertising.

Each will issue a piece of direct-mail. Three usefulnesses will be given each piece. First, it will stand as a prime example of direct-mail in its field. Second—as a source of suggestions and material, helpful alike to printer and advertiser. Third, as a demonstration of paper as part of the advertiser's picture.

As the collection grows, so will its value. Our suggestion is: if you are a printer, an advertising man, or a business executive, and if your name is *not* on our mailing list, please apply now.

STRATHMORE PAPER COMPANY
Mittineague, Mass.

STRATHMORE

Expressive Papers



of fifty-six replies received from manufacturers and fourteen out of fifty-four replies from retailers and jobbers stated that a minimum quota is fixed.

The same factors that fix territory also have a direct bearing on the agent's quota. For new goods the quantity is also affected by the condition of the second-hand market, as was notably the case in the automobile field during the early months of the business depression in 1921.

The quota basis ranges all the way from the general statement that "we expect volume to compare with size of town" (shoes) or "past experience of the agency" (automobile accessories), to the more definite requirement of sales based on "number of cars in territory" (automobile accessories) or "population and class of business of the locality and how much they use of our equipment per year" (office appliances). A number of replies state that if the agent's business falls off his case is given special attention. A fence manufacturer reports that his agents are expected to sell as much as competitors. A manufacturer of household appliances requires a minimum sales quota "based on various factors which enter into our particular business, as well as general factors such as quality of population, wealth, etc."

That much remains to be done is indicated by the reply of a shoe manufacturer, saying: "We are starting this year to talk to our dealers about the amount of business we require in their town. We are basing this quota on the present average per capita for the entire country, modified by the percentage of urban population in the State in question plus the increase which we have for our objective this season."

The demand for a product is the gauge by which the manufacturer regulates his factory output. It is the sales manager's job to see that there is no backing up in the shipping out of his goods due to a lack of sustained selling effort. Every agent is, therefore, generally expected to take a certain

amount of goods. Conservative merchandising dictates a safe minimum; an aggressive selling campaign places the quota much higher. Just where the manufacturer places the agent's quota is an estimate arrived at by judgment and past experience.

Most manufacturers take the positive way of insuring business by stimulating the selling effort of their agents, using every legitimate device to keep it at the top notch. They often require a new agent to place his initial order for what they consider an adequate representative stock, but do not bind him as to future orders. The contract frequently specifies the total quantity which the agent agrees to purchase over the year.

The manufacturer's price to the dealer is often based on the quantity of the product he purchases, and a price schedule may be included in the contract form. The purchase price varies in keeping with the quantity ordered, usually according to a schedule of discounts, which sometimes is issued separately and sometimes is embodied in the contract. Very few manufacturers report that they stock their line on a consignment basis. The agent's order in nearly every instance is an outright purchase for which payment is due on the tenth of the following month or thereafter as the nature of the business dictates.

In nearly every case the wholesaler and the retailer must purchase the exclusive product outright from the manufacturer. The questionnaires show this to be the prevalent business practice, only four out of sixty manufacturers and only three out of forty-seven wholesalers and retailers reporting sales on a consignment basis.

DURATION OF CONTRACT

The exclusive agency is continued so long as the agent has produced the business expected of him. The questionnaire did not bring to light a single instance of the manufacturer throwing over an agent who has "delivered the goods."

(Continued on page 145)

ADVERTISING

Overcoming Resistance

WITH many people, the fact that they have never bought a certain brand of merchandise is a reason for never buying it.

SUCH conservatism is one of the forms of sales resistance. There are many others; most products have certain unique prejudices to overcome.

The retailer, though he may approve your merchandise, cannot find time to persuade his customers to his views.

Overcoming sales resistance is a function of national advertising. In certain merchandising problems in our experience it has been the most successful influence in establishing new habits of buying, creating a market in which the work of the manufacturer's salesmen is vastly more effective.

THE MOSS-CHASE CO., 425 Franklin Street, Buffalo, N. Y.

MOSS-CHASE



CHANGE OF RATE

Effective

September 1st, 1923

Based on

INCREASED CIRCULATION

New Circulation 700,000 Guaranteed

80 Percent of these readers Live on the Farms and in The Small Towns of the Sixteen Middlewestern States.

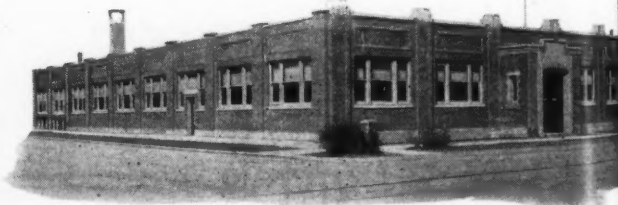
Every Subscriber Paid In Advance

NEW RATES

Per Agate Line \$2.60

Full Page—Run of Paper \$1,450.00

Back Page—In Colors . \$1,650.00



THE NEW HOUSEHOLD JOURNAL BUILDING
Owned and Occupied Exclusively by The Household Journal

Reduction in Milline Rate

Brought About By This Change

40% INCREASE In Circulation

36.8% INCREASE In Line Rate

On September first we will guarantee a circulation of 700,000, which is a 40% increase over our present guaranteed circulation of 500,000. This new circulation is offered at the rate of \$2.60 per agate line, which is only a 36.8% increase over our present line rate of \$1.90.

**is results in an ACTUAL REDUC-
TION in Milline Rate of 3.8%—A
Reduction from \$3.80 to \$3.70 per Milline!**

Until September First 1923

We Offer

700,000 Circulation Guaranteed

For

\$1.90 An Agate Line

The
HOUSEHOLD JOURNAL

Batavia, Illinois

IRA E. SEYMOUR, Advertising Manager

Chicago Office

Ades & Leisenring, Managers

2003 Harris Trust Bldg.

Central 937

New York Office

A. H. Greenes, Manager

116 W. 39th St.

Room 1030



THE advertising possibilities of your business, not the size of your appropriation, are of first importance to us.

EDWIN BIRD WILSON
INCORPORATED

9 Hanover Street

New York

Whenev
nds it ne
gency, ho
o so eith
ays' writ
Occasion
a somewh
ny of th
s is in
tated, p
brogate
contracts
also may
thirty day
the agenc
until it is
tract is s
t autom
tain date
s over,
in the ag
The c
however
in the m
sults of
taken as
five man
teen dic
which
force, b
did spe
classified
well est
as natio
five rep
from r
probabl
and re
show
forty-fi
by then
The
given
narly
satisfac
annual
manuf
change
to eve
It is
during
is to
empha
If it i
factur
ket a
period
stood,
subsec
ing w
are w

Whenever the manufacturer finds it necessary to withdraw an agency, however, he can generally do so either at will or upon thirty days' written notice to the agent. Occasionally the period of notice is somewhat longer. Violation of any of the terms of the contract, as is in some cases expressly stated, permits either party to abrogate it immediately. Some contracts specify that the agent also may surrender his agency in thirty days, as above, the terms of the agency remaining in full force until it is ended. The agency contract is sometimes worded so that it automatically expires on a certain date after the buying season is over, a not uncommon practice in the agricultural machinery field.

The duration of the contract, however, is not definitely stated in the majority of cases, if the results of the questionnaires may be taken as a criterion. Of the forty-five manufacturers reporting, nineteen did limit the period over which the contract remains in force, but the manufacturers who did specify a time limit can be classified on the whole as large, well established, and most of them as nationally known. The forty-five replies received on this point from retailers and jobbers were probably from a more average and representative class. They show that only twelve out of forty-five exclusive contracts held by them were of limited duration.

The exclusive agency contract given for a limited period ordinarily runs for one year, and, if satisfactory, it usually is renewed annually, or continued until the manufacturer finds it expedient to change his policy to one of selling to everyone without restriction.

It is desirable that the period during which the exclusive agency is to remain in effect should be emphasized in the very beginning. If it is the intention of the manufacturer to sell on the open market after the expiration of that period, it should be clearly understood, as this does away with any subsequent antagonism or ill-feeling when the exclusive sales rights are withdrawn.

USE OF CONSIGNMENT BASIS

While in most cases it is not desirable to sell an exclusive agent on consignment, and none of the sixty manufacturers who reported on this point used the consignment basis entirely, there are some instances when business on this basis has worked well.

The incentive for the agent to drive ahead for all the trade he can get is lacking when goods are placed with him on consignment. The manufacturer in that case has not only to carry the investment tied up in the goods on the agent's shelves, but must also insure the turnover by an especially strong and well-planned scheme of co-operation in advertising and sales promotion.

The fact that the manufacturer must carry out a scheme of co-operation is not necessarily a detriment. The way in which a prominent maker of high-grade identified sweaters handles exclusive agents on a consignment plan and gets results is explained briefly as follows:

This company gives exclusive agencies on a consignment plan. In other words, the agent is simply paid a certain percentage as a profit. The company puts in a sweater department, demanding of the merchant so much floor space, so much window and display space, etc. The company establishes a service along with the sale of the sweaters. It maintains a repair department since it guarantees its goods. Also it is especially equipped to fit special sizes. It takes great pains to show the customer how to put the sweater on correctly, etc. When new agencies are started the company sends a trained man to get things going, and he instructs the retailer's salesman carefully so that the work will be carried on afterward with full attention to all these vital features of service to the customers.

R. M. Fleming has been appointed director of publicity of Miller, Du Brul and Peters, Norwood, O., manufacturers of cigar and cigarette machinery. He previously was with the Monitor Stove Company, of Cincinnati.

Insurance Men Use Direct Mail Effectively

MAILING pieces sent out in advance of the salesman's call are proving effective in getting a hearing and actually closing sales for insurance companies as well as for manufacturers. This has worked out well in the farm field, according to a recent issue of "The Travelers Protection and Agents' Record" of the Travelers Insurance Company. The experience of one of this company's men in upper New York State is described as follows:

"This man recognized the fact that the farmer is a great reader of catalogues. He had noticed the large number of mail-order house catalogues carried by the rural free delivery men in his section. He had seen well-thumbed copies of these catalogues in nearly every farm kitchen. So he decided to send each automobile owner a copy of the Travelers Automobile circular, and give him a chance to digest it before he approached the man in person.

"He picked out one main highway that ran through his territory, to start with and made a list of the automobile owners along that road (it included practically every family). Early in March he mailed each one a circular.

"Our agent knew that the farmer usually deliberates over a matter for some time before coming to a decision, so he let an interval of two weeks pass before making another move. Then he mailed each one of these prospects another piece of literature on automobile insurance. Two weeks later, just after the roads had opened up, he took his own car and, starting at one end of this highway, canvassed it along its entire length.

"In many cases, upon calling at the house he would find the farmer out in the field at work (incidentally he also found many of his circulars on the kitchen shelves, or on chairs on the porch, showing that they were being kept and carefully read). This was not an excuse for him to move along

to the next house. He would go out into the field, and after a short discussion of cows, crops or chickens—whatever the farmer happened to be interested in—he would bring up the subject of protecting the farm, home and crops by means of automobile insurance. He kept a record of the number of prospects he interviewed, and found that his sales averaged three out of every five calls. He attributes this high percentage to the advance circularization which partially sold the farmer before he interviewed him.

"If you're trying to sell a lawyer or a business executive automobile insurance," says this Travelers man, "it may be all right to tell him that here is a contract which will indemnify him against liability claims, but when you're talking to a farmer, talk his language. Admire his barns, his stock, his crops, his home—and then tell him 'here's something that will prevent somebody else from taking them away from him.'"

Change Name to Farnsworth & Brown, Inc.

The advertising agency of Farnsworth, Brown & Schaefer, Inc., New York, has changed its name to Farnsworth & Brown, Inc. There is no change in personnel, Mr. Schaefer having withdrawn on January 1, 1923.

Profits of Timken Roller Bearing

The Timken Roller Bearing Company, Canton, O., for 1922 reports a manufacturing profit of \$10,925,159; a general, administrative and selling expense of \$1,320,692, and a net profit after taxes of \$8,824,029.

W. H. Gannett To Direct Aeronautic Campaign in Maine

W. H. Gannett, publisher of *Com-fort*, Augusta, Me., has been appointed chairman for the State of Maine of the membership campaign committee of the National Aeronautic Association of U. S. A.

R. W. Yocum with "Collier's"

R. W. Yocum has been appointed an advertising representative of *Collier's* in the New York territory. He previously had been with the P. F. Collier & Son Company as a special factory salesman in the book-publishing department.

THE COLORS MATCH



NO question about it! Danish Bond in any one of the ten colors can always be matched from stock. This uniformity, as well as permanency, of color is essential in inter-office or departmental stationery.

Clean, new rags, worked in chemically pure artesian water, form a base of virgin whiteness. To these are added colors of uniform purity and strength. From this basic combination of high-grade materials, good paper-makers produce Danish Bond with its high quality, snap and crackle. Made also in white. The price is neither too high nor too low. Ask your printer for an estimate.

DANISH LINEN
DANISH LEDGER

DANISH KASHMIR COVER
DANISH INDEX BRISTOL
DANISH MANUSCRIPT COVER

DANISH BOND

ONE OF THE LINE OF PAPERS WATER-MARKED DANISH

Made in the hills of Berkshire County by the

B. D. RISING PAPER CO.

Housatonic, Massachusetts

Will Unite Furniture Manufacturer, Salesman and Dealer

AN organization under the name of the Furniture Club of America has been formed at Chicago. The purpose of this association is to knit the manufacturers, salesmen and dealers of furniture in a common bond of interest, according to P. E. Kroehler, of the Kroehler Manufacturing Company, Chicago, who has been elected president of the club. The club, he states, will bring together those interested in the various phases of the furniture industry so that they will know and understand each other better.

Membership in the association is limited to 500 manufacturers, 1,000 salesmen and 2,500 furniture dealers.

The other officers of the association are: Edward Hammett, president of the Northern Furniture Company, Sheboygan, Wis., vice-president; A. D. Gorrell, president The A. D. Gorrell Company, Chicago, secretary, and J. L. Schnadig, president the Pullman Couch Company, Chicago, treasurer.

P. E. Kroehler is chairman of the board of directors, which, in addition to the other officers, includes the following: Z. G. Simmons, the Simmons Company, Kenosha, Wis.; W. Edward Showers, Showers Bros. Company, Bloomington, Ind.; J. W. Caswell, Caswell-Runyan Company, Huntington, Ind.; Charles A. Albrecht, Cabinet Makers' Union, Indianapolis; John J. Madden, John J. Madden Manufacturing Company, Indianapolis; E. W. Schultz, The Northfield Company, Sheboygan, Wis.; D. D. Fennel, Kroehler Manufacturing Company, Chicago, and A. C. Turner, Standard Chair Company, Chicago.

Harry F. Fuller, recently with the Westinghouse Electric Manufacturing Company, has joined the staff of the Hugh M. Smith Company, advertising. New York. Mr. Fuller was formerly with Hoyt's Service, Inc., and the Philip Kobbe Company, Inc., New York advertising agencies.

An Advertising Sermon on Graham Flour

DERBY, CONN., Apr. 3, 1923.

Editor of PRINTERS' INK:

A few eager words, please, in reply to your article about Washburn-Crosby's attempt to stimulate our lagging flour appetite!

Is it possible that the milling companies don't finger the Dear Public's pulse often enough to find out *why* we're not buying so much white flour as we used to before we knew better? Let them stop denaturing the bulk of the wheat crop, and give us the whole grain in good, wholesome graham flour, at a legitimate price, and there would be nothing to complain about.

In the nature of things, graham flour ought to be cheaper than white flour. It isn't. The reason being, I suppose, that nobody has attempted producing graham flour on a quantity basis. But when some miller wakes up, starts the graham business rolling, and puts it across with big advertising and moderate prices, he will find a hungry market that will eat up all the surplus wheat and ask for more. The whole-wheat public grows every year. A little missionary work would gather in the crowd faster than Mr. Fleischmann gathered them in for the yeast party.

The miller who wakes up last will be another Day & Martin.

GRACE F. BREWSTER.

Borden Company Profits Increase

The Borden Company, New York, makers of condensed, evaporated and malted milk, milk chocolate, cream caramels, etc., reports net income of \$5,173,749 in 1922, after Federal taxes, as compared with \$2,924,746 in 1921; \$2,818,860 in 1920, and \$4,284,602 in 1919. Trade-marks, etc., are carried at a valuation of \$5,942,876.

T. A. Barrett with Geo. R. Gibson Company

Thomas A. Barrett, formerly with D. O. Haynes & Company, New York, as business manager of *The Pharmaceutical Era*, has joined the Geo. R. Gibson Company, manufacturer and importer of toilet brushes, New York, as secretary and treasurer. Mr. Barrett was for many years business manager of the *American Agriculturist*.

Joins Keeler Printing Company

John J. Ferris has been made advertising manager of the Keeler Printing Company, Wyalusing, Pa., publisher of the *Wyalusing Rocket*, *Laceyville Courier* and the *Eastern Bradford Times*.

Joins "Electrical Record"

Edward H. Croll, formerly with the Chilton Publishing Company, Philadelphia, has joined the staff of *Electrical Record*, New York.

THE CHOICEST MARKET
IN ALL OF CANADA IS

Toronto and its Suburbs

With a Population of Nearly 700,000
(New Directory Figures)

THE TORONTO DAILY STAR

with a circulation of 133,456 (average for March) puts over 100,000 copies into this concentrated area every day.

In the city proper, with 95,000 dwellings, The Star's circulation was 91,469, nearly one copy for every home.

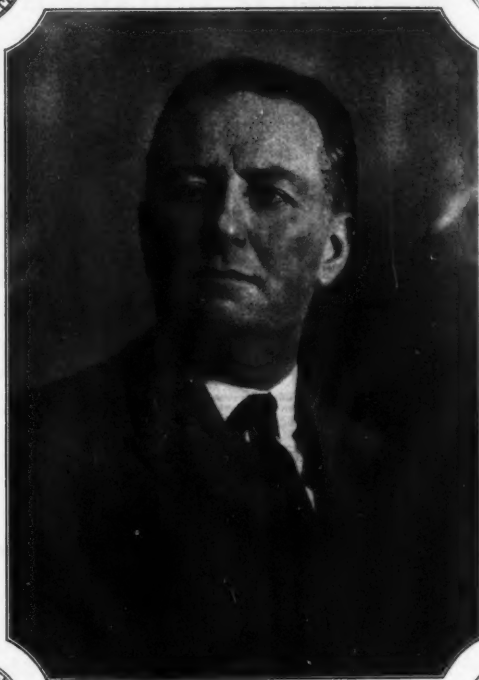
The Star stands without a successful rival in rendering a high-class, effective publicity service throughout this area. Its circulation is the largest in Ontario by over 28,000.

THE TORONTO STAR WEEKLY (Sunday edition) distributes in Toronto and its shopping district 122,212 of its 150,361 total circulation (average for March). The largest Sunday circulation in Canada.

Members of Audit Bureau of Circulations

U. S. REPRESENTATIVES: CHAS. H. EDDY COMPANY

New York	Boston	Chicago
Fifth Avenue Building	Old South Building	People's Gas Building
MONTREAL Representative---J. B. Rathbone, Transportation Building		



H. Guy Rawlins is English by birth and cosmopolitan by experience. He has travelled the world. He has worked and studied in the United States, Canada, England and — most of all — Holland. Years of residence in Holland qualify him to advise you.

oming across

For a limited time there will be at the service of American business men the whole of the experience of a trained, travelled man who knows the Dutch market like a book.

Guy Rawlins has valuable information on selling American products in Holland—on the many big opportunities for American enterprise—on Dutch manners and customs and buying habits and how to appeal to them with economy and profit.

A large factor in the Dutch purchasing public is the woman of the family. He knows her point of view thoroughly, because—well, that is an interesting little story which he will be glad to tell you personally.

Equally important for you, he knows America and he speaks your language.

You are cordially invited, without obligation, to draw on this service of Dutch market knowledge while it is available. Mr. Rawlins' addresses will be as follows:—

New York (Apr. 18—28) Hotel Vanderbilt
 Cleveland (Apr. 30—May 2) Hotel Statler
 Detroit (May 3—5) Hotel Statler
 Chicago (May 7—16) Hotel Blackstone
 Pittsburgh (May 17—18) Hotel William Penn
 Philadelphia (May 19—22) Hotel Bellevue-Stratford

but correspondence at any time during his trip will reach him if addressed to Hotel Vanderbilt, New York.

Mr. Rawlins will be very glad to arrange conferences with business executives, either at their own offices or at the above addresses. Many such conferences are already fixed, and therefore it is suggested that you make your appointment before the limited time is filled.

H. GUY RAWLINS

Director of Foreign Advertising to

De Telegraaf and
DE COURANT

The Newspapers that C-O-V-E-R Holland

H. Guy Rawlins

The Stimulus of COSTS

A manufacturer of a general utility product in the Middle West—very small and fighting for his life some years ago—is a retired millionaire today. With very limited capital and little knowledge of the field, he took over a failure, worked out a practical system of Costs and made a fortune. To his determination to *know his Costs* he attributes his success. Of Costs as a stimulating influence to success he has this to say:

"Every department should feel the force and the impetus of the Costs system so that all will constantly cry out for more knowledge. This more knowledge is a wonderful stimulus—an inspiration. It permeates the entire institution, cheapening the cost of operation, enhancing the quality of the product, insuring the greatest profit. The chief executive should be interested in Costs, no more and no less than the humblest foreman in the least important department. As all will not be equally interested in the same facts, the accountant must so adapt the Costs system that some part of the facts and figures presented, will specially interest every official of every department whatever his capacity.

"Hence there are Costs and Costs. Which one, or what kind, depends upon whom and what purpose it is to serve. The cost of the right system itself will always be small compared with the results gained, but it must be the *right system*. If not, it is worse than useless. It will be like a perfectly good guide-post turned, by some mischance, to point the wrong road.

"A *right* Costs system must be founded on sound and fundamental principles of accounting—on facts based on accurate figures."

ERNST & ERNST

AUDITS — SYSTEMS
TAX SERVICE

NEW YORK
PHILADELPHIA
BOSTON
PROVIDENCE
WASHINGTON

CHICAGO
MINNEAPOLIS
ST. PAUL
ST. LOUIS
KANSAS CITY

CLEVELAND
BUFFALO
PITTSBURGH
DETROIT
CINCINNATI

INDIANAPOLIS
TOLEDO
ATLANTA
RICHMOND
BALTIMORE

NEW ORLEANS
DALLAS
FORT WORTH
HOUSTON
DENVER

Opening a Closed Market with a New Product

The New Jersey Zinc Co., by the Introduction of Mapaz, Opens a Vast New Market for the Manufacturers of Paint

Based on an interview with E. V. Peters, general sales manager of the New Jersey Zinc Company,

By August Belden

SOWING today for future harvests, the New Jersey Zinc Company has taken another step in its work of carrying a basic product from the mines to the consumer's doorstep and at the same time has opened a market to an industry other than its own.

For a number of years this company has been telling, in its advertising, of the great variety of uses for zinc, and it is not surprising to learn of its new product, Mapaz, a canned commodity, ready for instant use in the preparation of paint. The first advertisement announces: "Mapaz is a paint paste with remarkable qualities. It is pure zinc ground in refined linseed oil. It will enable a painter to mix a white paint that is white and one that will stay white. It will produce a longer lasting paint—a paint that will not 'chalk' or dust off, yet is elastic enough to prevent cracking and peeling."

The New Jersey Zinc Company is not in the paint business, but as a large proportion of its product is sold to this industry, the company is vitally interested in the progress of paint manufacturers. The company is a member of the National Paint, Oil & Varnish Association. E. V. Peters, general sales manager of the company, is vice-president of the association and an active member of many of the committees. In common with other members of the association, the zinc company is giving its co-operation wholeheartedly to the solution of problems, the development of ideas and the initiation of energetic action. One of the most pleasing results of the work of the association is the fact that its activities are exerting a wonderful in-

fluence on the individual members, encouraging them to carry on the same type of intensive study independently, for the purpose of solving problems more peculiar to themselves.

Mapaz is the result of such intensive study on the part of the New Jersey Zinc Company, developed after a careful investigation of underlying conditions and produced for the definite purpose of opening the market existing in the hands of the professional painter to the manufacturers of prepared paint.

AN AWAKENING AND WHAT WAS DISCOVERED

Five years ago the paint business, as many other industries have done and are doing today, woke up to the fact that it was selling probably only 25 per cent of a possible market. It found that its field was limited only because it had not yet discovered what lay beyond the fences of precedent, that there were untouched markets on the other side, almost in their dooryard, and that it was simply a matter of thought and action to tear down these fences and spread out in the fields beyond.

New markets are being discovered in many lines of business all about us. The obscure wire stake which holds the leaning tomato vine has leaped from its obscurity to be useful in many a kitchen garden simply because the Frost-Superior Fence Co. dubbed it the "Vegetable Crutch" and by the means of interesting copy introduced it to a waiting horde of garden tenders. The Walworth Manufacturing Co. makes mechanics' tools. The Stillson wrench had always been associ-

ated with a mechanic's kit. But the Walworth company has placed it in a handsome box and is telling the world that it is "The Handy Helper in the Home." The farm market is being entered by the motorcycle industry. The farmer is learning of the benefits of this means of transportation through

developed in your laboratory or workshop? Or again perhaps in new angle of thought which can be applied to an old stand-by or new use which the public has not yet discovered.

The various trade organizations of the paint and varnish industry, consisting principally of the National Paint, Oil and Varnish Association, the Paint Manufacturers Association of the United States, and the Varnish Manufacturers Association of the United States, saw that the selling appeal for paint had been very largely for decorative purposes only and that the public was ignorant or uninterested in the protective qualities of paint, that five times as much money was being spent for fire insurance against casual loss as was being spent for the protection of surfaces of property against certain loss. A cooperative advertising campaign was inaugurated, which has since become internationally known by its slogan, "Save the Surface and You Save All."

This advertising, with the above slogan as the background for its appeal, is producing excellent results. It was soon found, however, that advertising alone would not accomplish the task which the industry had set for itself in 1921, which was to double the sales of the industry by 1926.

The inertia of the dealer and the painting contractor, the last link in the chain between the producer and the consumer, held back their efforts and this problem had to be solved before the advertising could produce a full harvest. By a direct appeal to the men of the firing line, by means of inspirational meetings, and the organization of local paint clubs, the solution of the problem was found.

The dealer and the painting contractor began to wake up to their opportunities and to understand the value of the work being done by the industry. The results of this combination of advertising and direct appeal to the dealer are gratifying.

But here another threatening situation arose, another obstacle



If you could oil your house

as you do your shoes—whenever needed—it would always be weather-proof.

Oil will protect the wood against decay as long as it stays in the wood, but it will not stay long.

That is why people paint with paint instead of with oil. Paint is oil and pigment. The oil protects the wood and the pigment protects the oil.


The pigment that affords the greatest protection to the oil in paint is zinc.

That is why all reliable brands of scientifically prepared paints contain zinc. That is why the United States Government insists on a high percentage of zinc in its paints.

Now your painter can readily get a reliable zinc paint for use in mixing his own paint. It is called

MAPAZ

a pure zinc oxide ground in refined linseed oil by the Master Painters Supply Company and other licensed manufacturers. If you or your painter cannot get Mapaz from your local dealer, write direct to the Master Painters Supply Company at 105 Front Street, New York.



zinc The New Jersey Zinc Company **zinc**

THE BUYER OF PAINT IS GIVEN A BRIEF LESSON ON THE BASIC QUALITIES OF GOOD PAINT

the advertising messages of the Harley-Davidson Co. Who would think that farm tractors could be sold in the city? You see them now hauling goods on the docks, rubber tired and efficient.

New markets for old goods or new goods for old markets? Where is that 75 per cent market for you? In some old, neglected article which seemed too insignificant to fuss about but for which there may be a real demand? Or is it in a new article that can be

Do

TH

The
the m
excel
read
to d

M
M
sa
w
se

D
te
th
ov
of
en
b

PR
286

San

WHY

Do advertisers use more space and spend more money for advertising in

THE SYRACUSE HERALD

than in any other Syracuse newspaper?

THE FACTS ARE

The Herald has a *greater* concentration of circulation in the retail trading territory, for one reason, and it is an excellent newspaper for another, and the third is that its readers accept it as a 'salesman' through whom they like to do their buying.

AS TO SERVICE—

Herewith are extracts from a letter written to Mr. Wilson Austin, Vice-President and General Manager of the Moth K-L Co., from Mr. Flynn, salesman. There was no question that the Herald would sell the goods to the consumer. It also helped sell the dealer.

Flynn says:

Syracuse, N. Y.

Dear Mr. Austin:

February 15th.

Weather conditions can't be beaten. Have encountered blizzards every day. . . . The HERALD boys are the best ever. Are doing everything possible to put it over. I only hope I can get such co-operation from all other papers. . . . *Up to the present time we have sold every Drug and Department Store called on, and jobbers. . . .*

Flynn.

Obviously The Herald leads in Syracuse

Special Representatives

PRUDDEN, KING & PRUDDEN, Inc.

286 Fifth Avenue
New York

Globe Building
Boston

Steger Building
Chicago

Sharon Building
San Francisco, California

San Fernando Building
Los Angeles, California

First

The New York Times publishes a greater volume of advertisements than any other New York newspaper.

In three months of this year The Times printed 5,948,810 agate lines of advertising, 261,432 lines in excess of the corresponding period of 1922 and 1,610,616 lines more than the next New York newspaper.

In 1922 The New York Times published 24,142,222 agate lines of advertising—a gain of 2,489,609 lines over 1921 and 6,898,132 lines in excess of the next New York newspaper.

With a daily circulation of 350,000 copies and a Sunday sale in excess of 550,000 copies, the readers of The New York Times, distributed in 8,000 cities and towns of the United States, form the largest group of intelligent, discriminating and responsive persons ever assembled by a newspaper.

stand in the
re mount
ever in
who on ea
his increa
5,000 few
were ten y
So the
difficult p
and one w
hide itself
applying p
But with
the associa
root of th
Men mu
the painti
trade mu
enough t
must be
the indus
schools f
opened in
As the b
high peak
be studie
and make
Mechanic
cation of
and devel
vices now
are need
organized
mechanical
come.
These
which th
today, v
into fur
serve to
manner
are scar
ing for
measures
a power
building
wonder
member
aged to
sive wa
own pa
Mapa
of this
it furni
great b
removal o
bar the
There
ing in t
of prep
prefer

and in the way of success. Sales are mounting, paint is being sold in ever increasing quantities, but who on earth is going to apply all this increase, for today there are 5,000 fewer painters than there were ten years ago!

So the industry again finds a difficult problem confronting it, and one which involves forces outside itself. Men and means for applying paint must be developed. But with vision and thoroughness the associations went boldly to the root of the problem.

Men must be induced to go into the painting trade, therefore the trade must be made interesting enough to attract them. They must be taught the rudiments of the industry, therefore vocational schools for apprentices must be opened in all parts of the country. As the business today is one of high peaks, ways and means must be studied to iron out these peaks and make the trade a steadier one. Mechanical means for the application of paint must be invented and developed (there are some devices now on the market, but more are needed) and the prejudice of organized labor against such mechanical methods must be overcome.

These are the big problems which the associations are solving today, vital ones reaching down into fundamentals. They will serve to illustrate the thorough manner in which the associations are searching for facts, uncovering forces, applying corrective measures and making themselves a powerful influence in the up-building of the trade. Is it any wonder then that the individual members themselves are encouraged to push on in the same intensive way for the benefit of their own particular businesses?

Mapaz is a natural consequence of this forward-looking policy and it furnishes an example of how a great business goes about the removal of obstacles which seem to bar the entrance to new markets.

There are two schools of painting in this country: The exponents of prepared paints and those who prefer to mix their own. The pro-

fessional painter is a devotee of the second school and the professional painter applies an appreciable proportion of all the paint that is used. In other words a large part of the entire paint market is practically closed to the manufacturers of prepared paints. The professional painter must be won over to the use of their products or a new product must be offered him which he can use as an ingredient and thus continue to maintain his policy of mixing his own.

THE PAINTER WANTS TO MIX HIS OWN

Many attempts have been made to sell prepared paints to the professional painter, but it has been a difficult matter. He possesses pride of craftsmanship and the mixing of paint is a part of the science and artistry of his work.

One manufacturer, trying to enter this market, employed for a time an erstwhile professional to go among his fellows and spread the gospel of prepared paints, but discouragement was his daily companion on the job and no good came of his work. This man told a story which showed how difficult it was to buck against the tide of the painters' mental attitude. In going his rounds he met one day a painter's helper who desired to go into business for himself and wanted advice on how to go about it. The traveler told him to go to a certain city where work was to be found, hang up his shingle, get his job and then go to a dealer and secure enough prepared paint for the work. As soon as he was paid, go back to the dealer and settle up his bill so that he could establish his credit. Two years went by and the traveler again saw the man who started in for himself and asked him how he had been getting on. "Fine," said the painter, "everything is going fine. I did just what you told me to do, but I have been going ahead so fast that I now mix my own paint!" Pride of craftsmanship—he thought he had progressed!

The New Jersey Zinc Company,

realizing the difficulty of bucking this current of prejudice, felt that the only other thing to do was to float along with it, so it took up the task of developing a vehicle on which to do it.

Generally speaking, the professional painter uses little zinc; he will not buy prepared paints which contain it and up to now has had difficulty in procuring zinc alone in satisfactory, usable form. Obviously the thing to do was to develop a standardized zinc paste which the painter could use with other materials in his own mixing of paints.

Mapaz is the result of the company's laboratory work for the purpose of producing such a product, and by means of an unusual selling plan Mapaz gives the manufacturer of prepared paints an opportunity to offer a basic product to the professional painter which will be of interest to him.

The professional painter, it is believed, will look with favor upon Mapaz because Mapaz, it is stated in the advertising, is a product which will help him give better service to his customers.

The New Jersey Zinc Company has licensed the Master Painter Supply Company, a subsidiary organization, and will similarly license other reputable paint manufacturers to whom it sells the dry zinc in bulk to manufacture and market Mapaz. Of course, Mapaz, regardless of the particular grinder or manufacturer, must be prepared exactly according to specifications, packed in Mapaz kegs, and sold under the Mapaz and New Jersey Zinc Company trade-marks. The obvious advantage of this is that the package or container, being as uniform as the contents, gives assurance to the purchaser of a standardized article.

Here is the way this selling plan will operate. Jones & Co., for example, are manufacturers of prepared paints. They have heretofore found it difficult to sell their products to the local painter in Kokomo. The dealer in Kokomo carries a full line of Jones products, but as the local painter mixes his own paint the dealer can't sell him any of Jones brands. Jones becomes a licensee

Sig-no-Graphs

Will Increase Your Sales

—is what the president of the well-known Osten Advertising Corporation, Mr. Osten, Chicago, says:

"The Sig-no-Graph in our opinion is one of the best and most consistent sales builders for dealers we have ever come in contact with. . . . everyone of our clients who have used Sig-no-Graphs have found them of utmost value in stimulating dealer interest and dealer sales."

The Sig-no-Graph Company

1400 S. Michigan Ave.

Chicago

Compan
Painter
idiary of
similarly
le paint
it sell
manufac
az. O
s of the
manufac
t exactl
s. packe
d unde
sey Zim
The ob
that the
being a
s, give
er of a

ing plan
for ex
of pre
hereto
ell their
inter in
Kokomo
s prod-
painter
dealer
Jones
license



THE first national advertising Dayton Thorobred Cords, built for underinflation, appeared in The Saturday Evening Post, March 17th issue.

In March The Dayton Rubber Manufacturing Company did the second largest month's business in its history.

The story back of this simple statement will be of interest to any manufacturer confronted with intense competition.

The GEYER-DAYTON
ADVERTISING COMPANY
Dayton

Addressing and Mailing

WITH

Improved Method

FOR

Publishers, Mail Order and Commercial Houses

The Pollard-Alling System furnishes publishers the much-desired opportunity for getting entirely away from the old galley method of handling mailing lists and newsdealers' lists; the consequent high labor costs and almost invariable delay in getting names on lists promptly.

Put your mailing lists in the circulation department under the observation as well as supervision of the circulation manager.

Get every name in the list up to within an hour of closing time—subscribers as well as newsdealers.

This system is the most economically operated in the world—for speed, dependability, durability and small space required it has no equal. A list of 90,000 can be handled in a space 10 feet square.

All operations at high speed and the lowest cost for up-keep of any system on the market will be exhibited at the A. N. P. A. Convention in the White and Gold Room at the Waldorf-Astoria Hotel. Room 110.

Write for particulars giving us information concerning your needs and size of lists.

POLLARD-ALLING MANUFACTURING CO.

Addressing and Mailing Machines

220-230 West 19th Street

New York City

ing

ers the

y away

ng lists

labor

names

rtment

of the

our of

ers.

in the

r and

ist of

.

st for

ll be

n the

storia

con-

CO.

City

for the manufacture of Mapaz. He now has a product which will interest the local painter because it is a basic product which he can use as an ingredient when he mixes his own paint. Jones & Co. then furnish the Kokomo dealer with an adequate supply of Mapaz, ground and prepared in its own factory. The dealer begins to sell Mapaz to the local painter and for the first time Jones & Co. get a portion of his business. The New Jersey Zinc Co. benefits because it sells the dry zinc to Jones & Co. for the preparation of Mapaz.

AN OUTLINE OF THE SCOPE OF THE CAMPAIGN

Newspaper advertisements, three columns wide and twelve inches deep, of the character illustrated are now appearing once a week. Stress is laid upon the whiteness of paint made with zinc and its longer lasting qualities.

"What is the color of your white house?" is the caption of a Mapaz advertisement. The copy states interesting things about the product. "Most white houses are gray. They were white but they failed to stay white. White paint made with zinc is pure white and permanently white. It does not get dingy from exposure and it does not catch dust, because of its smoother, harder surface. Zinc makes the beauty of paint endure. When you paint, insist on paint made with zinc. There are many reliable scientifically prepared paints containing zinc, or if your painter mixes his own, there is Mapaz."

As announced to dealers, the present advertising for Mapaz includes:

An extensive newspaper campaign reaching painters, property owners, architects, contractors—everybody interested in better paint.

Printed matter—attractive mailing folders, to be sent to lists of painters furnished by dealers.

Trade-paper advertising which will reach painters and architects.

A permanent metal sign for stores.

Many Reputable Financial Advertisers Excluded From Our Columns

are loath to appreciate our rule that operates against them because they, in good faith, have confidence in their securities. Were they in touch with our readership, (as we are), imposing in us that very rare degree of confidence which accepts everything appearing in our columns as good as guaranteed, these financial advertisers would understand.

Only the advertising of securities declared by law to be legal investments for trustees, savings banks, etc. is acceptable to us under our ultra-conservative policy.

By the Same Token That Rare Confidence

is winning for our advertisers (women's appeal) the biggest returns, dollar for dollar, obtainable; the huge trade of the thousands upon thousands of Catholic institutions likewise.

300,000 GUARANTEED

(No Canvassers Employed)

Messenger of the Sacred Heart

"Heart and Soul Appeal"

JOHN A. MURRAY, Adv. Mgr.
154 Nassau St., New York, N. Y.

"PUNCH" SUMMER NUMBER

is the ideal medium for the advertising of High - Class Goods and Service in Great Britain during the Summer months. It will be published during the first week of July, and will have a prolonged Bookstall Sale throughout the holiday months, in addition to the regular Subscription Sale on publication.

On a very conservative estimate, the number of readers of this Special Number must be in excess of

TWO MILLIONS

For the first time, tri-colour printing for a limited number of full-page announcements will be introduced into this year's SUMMER NUMBER.

Already a considerable amount of space is sold, including all special positions and many of the tri-colour pages, but there is still space available in the regular non-position section and in the tri-colour section, for which, however, early application should be made.

Rates and full particulars will be sent gladly on request to:

MARION JEAN LYON

Advertisement Manager "PUNCH"
10 Bouverie Street, London, E.C. 4
England

A window trim and a Mapaz blotter.

The introduction of Mapaz is interesting for three particular reasons: It shows the possibility of making an easy detour around the closed road of professional prejudice; it proves the assertion that when concentrated effort is applied to any problem a satisfactory solution is apt to be discovered, and it also shows that the solution of one problem may prove to be the solution of another which at the time was not known to exist.

Canada May Tax American Periodicals

The Magazine Publishers' Association of Canada, according to reports to the United States Commerce Department, has petitioned the House of Commons at Ottawa to impose an import duty on all American magazines and periodicals as a measure of protection to the publishers of Canada. The Canadian publishers' case, according to the Department of Commerce, is based on the fact that American magazines are sent in free of duty, while the paper on which Canadian magazines are printed pays a price protected by duty, and that two-thirds of the magazines is advertising, which, if sent in as advertising, would pay a duty of fifteen cents per pound. Two methods of assessing duty are offered:

(1) A specific duty of at least ten cents per pound on all American magazines and periodicals, whether coming in by mail or otherwise.

(2) A duty of fifteen cents per pound on advertising matter appearing in American magazines and periodicals.

Technical Publicity Association to Hear H. J. Buckley

The next regular meeting of the Technical Publicity Association, of New York, will be held on the evening of April 13. Homer J. Buckley, president Buckley, Dement & Company, of Chicago, will be the principal speaker at this meeting, which will be devoted to direct-mail advertising.

Has Duluth Show Case Account

The Duluth Showcase Company, Duluth, Minn., has placed its account with Irvin F. Paschall, advertising, Chicago. Business-paper and direct-mail advertising is being used.

Walter P. Coghlan Leaves Trexler Company

Walter P. Coghlan has resigned as vice-president and director of sales of the Trexler Company, of Philadelphia, manufacturer of automotive specialties.



On occasions you want a painting that will be the self-evident work of a master. Nine out of ten jobs though, can't be classed in this category; more often you are seeking a *good* drawing that will effectively express a selling idea. Frankly, we aren't organized for the tenth job — the super-picture. But we have a compact group of men who have proved their ability to do the average art job in an *above-the-average* way. And, *on time*. Maybe this is the sort of art service *you* are looking for.

PALENSKE-YOUNG Inc

*Advertising
Illustrations*

215 NORTH MICHIGAN AVENUE
CHICAGO



*Ask us to
send you a
copy of this
interesting and helpful booklet*

WHAT about New England agriculture? Which way is it heading—what is it accomplishing—what is the real story?

These questions—and many others of the same nature—come to us so frequently that we believe the **FACTS** about New England farming, and New England's farm market, will be welcome and interesting.

This authentic, readable, illustrated booklet will be gladly mailed on request.



WARREN A. PRIEST, Advertising Manager

PHELPS PUBLISHING COMPANY, Publishers, Springfield, Mass.

Member

Audit Bureau of Circulations

NEW YORK: 456 Fourth Ave.

J. W. HASTIE

Member

Agricultural Publishers Association

CHICAGO: 5 South Wabash Ave.

J. LEWIS DRAPER



Putting

THE
lett
campai
lowing
series
before
cover t
point
contin
been o
time.

(1)
ferent
to the
tomers
the cu
salesm
said to
letters
tries t
the fir
custom
mann
series
man i
welco
broke
he se
have
troduc
ters.
a con
the s
Of co
tion
ough
of let
ous
writte

(2)
plann
man's
have
receiv
Such
rather
ganiz
and

Rep
Busin
sion
publi

Letters That Open Doors for Salesmen

Putting Prospects in a Proper Frame of Mind Prior to the Salesman's Visit

By S. Roland Hall

THE varied usefulness of the letter in a trade-promotion campaign is illustrated by the following suggestive outline of a series of letters planned to begin before the salesman calls and to cover the work of the firm to the point where some customers discontinue relations, after having been on the "live list" for a long time.

(1) A series of letters of different types, sent out at intervals to the various groups of customers. Some of these prepare the customer for the call of the salesman. In fact, this might be said to be the main object of the letters. By these letters the sender tries to drive home the fact that the firm stands ready to serve the customer in an unusually effective manner. The result of such a series of letters is that the salesman is usually accorded a friendly welcome. At least the ice is broken for him, and in many cases he secures orders that would not have come to him without the introduction and the aid of the letters. Then, too, these letters form a connecting link between the firm, the salesman and the customer. Of course, a great deal of attention has to be paid to the thorough working out of such a series of letters, so that they fit the various groups as well as a letter written to just one person.

(2) Another series of letters, planned to follow up the salesman's visit, though he may not have received an order or even received strong encouragement. Such a series should play up rather strongly the service the organization is prepared to render and make it evident to the cus-

tomers that his business means something—a series planned to make a good impression and to reiterate one or more of the leading arguments advanced by the representative.

TAKING CARE OF THE GAPS BETWEEN CALLS

(3) A sales letter to fill in the gap between the calls of the salesman, where these are infrequent. Such a letter might, for example, feature strongly a certain article carried by the manufacturer on which he wishes to specialize for a limited time. Such a letter affords better opportunity for specialization than as a general sales talk, and is more likely to produce results.

(4) This type might be called the "good-will-building series." Such letters are sent out from time to time to customers with the idea of impressing upon them the fact that the firm is interested in the customer and in serving him a bit better than any other concern can serve him. Often it is best, in a series of this kind, to have each letter deal with only one point. This plan has been followed successfully by large stores as well as by manufacturers of office and store equipment and found to work admirably.

(5) A series of letters sent to customers who are not buying now as they once did. The object of this series is to get at the cause for the falling off of business and, if possible, remedy it.

(6) An entirely different series of letters sent to customers whose orders are increasing. The good-will value of such a series is hard to estimate. It is just another illustration of the fact that people appreciate small attention. This sort of letter-writing takes away somewhat from the cold, common-

Reprinted from "The Handbook of Business Correspondence," by permission of the McGraw-Hill Book Co., publisher.

place side of business. It lets people know that we are appreciative, interested in their orders and in the business they are doing. Such a series of letters cements friendly relations, and puts a human touch to business transactions that are too often treated in a perfectly routine way. Some firms are so apparently indifferent that they don't even take the trouble to acknowledge orders, to say nothing of letting the customer know when he can expect shipment. The series of letters here suggested is intended to produce just the other impression.

(7) Series of letters to customers who are buying the same quantity but who are logical subjects for larger orders. Such a series of letters might ask questions in an endeavor to find out if you can help the customers to dispose of goods. Suggestions may be made, such as telling what other customers do and how their methods may be applied to the particular territory or problems of the dealer or customer being addressed.

(8) A series of letters to be sent to a list of people who were once customers but who have not bought for a long time—those who have, for some unknown reason, given up dealing with the firm. Sometimes only one letter is necessary, while in other cases it may be necessary to use four or five. Don't give up a list as "dead" too soon. With the right kind of letters there is a lot of possibility in a plan of this kind. In many instances a large percentage of a "dead list" has been revived through a method of this kind. For example, a large soap manufacturer — the Palmolive Company — has had wonderful success with such a series. One of the Palmolive letters is reproduced:

THE PALMOLIVE CO.
MILWAUKEE
U. S. A.

Industrial Department.

Hotel Manager. Nov. 17, 1919

THE CASE OF JIM SMITH

Let's just assume his name is Jim Smith. Jim is a traveling man who

Rifles or Shotguns?

¶ If you're going out for small game, a shotgun will do very well, but if it's big game you're after you must have a rifle and you must go where the big game is.

¶ Big circulations are all right if you want to reach a large number of folks with small incomes, but if you want to get the big 'uns you must get into the intensive fields covered by Magazines of Selected Circulations representing real buying power—in other words use a rifle.

THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

Eastern Representatives
Constantine & Jackson
7 West 16th St., New York

CHICAGO

Mid-West Representatives
Wheeler & Northrup
1340 Marquette Bldg., Chicago

Advertising Manager, Frank R. Jennings, 221 East 20th Street, Chicago

Subscription price: \$1.50 in U. S., Newfoundland, Cuba, and other countries to which minimum postal rates apply; \$1.75 in Canada; \$2.00 in all other countries

Published Monthly by Rotary International

Sweetness on the Vermont Hillsides

This week more than five million trees in Vermont are pouring out gallons of sap to become precious Vermont Maple sugar and syrup.



Sugaring is welcomed by the farmers as a pleasant occupation in a dull time and a source of three millions in revenue.

*Signposts
of
Buying
Power
No. 6*

And pure Vermont Maple Sugar is welcomed all over this planet as one of the world's delicacies.

Vermont produces 59% of the maple sugar of the country and more than 33% of all maple products.

Advertising men wishing to know of producers or dealers in pure Vermont maple sugar may write any of the newspapers listed below, enclosing a stamp.

Vermont Allied Dailies

Barre Times Brattleboro Reformer Bennington Banner
Burlington Free Press Rutland Herald
St. Johnsbury Caledonian-Record



219-229
West 40th
Street,
West of
Seventh
Avenue

The Tribune's New Home

This week marks a conspicuous milestone in the progress of the New York Tribune. It is moving to its new uptown building on Fortieth Street, just west of Seventh Avenue.

It is not without sorrow that The Tribune leaves its eighty-one-year-old site on "Newspaper Row"—a spot rich in tradition and historic associations. But the pressure of a steady growth long ago overtaxed its equipment and made expansion imperative.

The new plant was not planned as an industrial shrine to attract the casual visitor to New York, but as *the most modern newspaper plant in the world*. Constructed and equipped in every detail for efficient operation, it delights the eye of the initiated.

Its more than 100,000 square feet of space, occupied entirely by The Tribune, incorporates many novel ideas of arrangement and equipment and doubles The Tribune's past facilities. Thus are removed all mechanical obstacles in the way of the growth in news service and advertising which has characterized The Tribune's progress during the past decade.

New York Tribune

*First to Last—the Truth: News—Editorials—
Advertisements*

stops at
regular
your emp
way, for
good-will
All of
does not
hotel. Y
You
whether
tory and
around t
You c
slighted
receive
simply c
and you
Well,
are in, f
ago you
since th
further
complain
trouble
Perlia
soap ha
the mar
conveni
blank li
You
your pa
market
yourself
months
But
market
back of
have yo
And

The
this c
"In
we ko
sales.
we c
hotel
a ye
was—
"T
could
was
woul
will
pose
list-g
"T
wor
rece
fiati
othe
wer
Hur
sur
will
C
with
assi

stops at your hotel once a month as regular as clockwork. You see that your employees treat him right in every way, for you're anxious to hold his good-will.

All of a sudden you notice that Jim does not make his usual stop at your hotel. You wonder what has happened. You ask an acquaintance of Jim's whether he is still traveling the territory and you are told that Jim is coming around the same as usual.

You can't recall where Jim had been alighted in any way, or where he did not receive the best service possible. You simply can't understand it, that's all—and you wonder.

Well, that's just the predicament we are in, here at Milwaukee. Over a year ago you bought some soap from us. And since then we haven't heard anything further from you. We don't recall any complaint, and we wonder just what the trouble can be, if there is trouble.

Perhaps by this time your stock of soap has run low, and you will be in the market for soap soon. So, for your convenience we are enclosing an order blank listing our latest prices.

You know that Palmolive pleases your patrons—and the indications of the market make it advisable to protect yourself on soap for three or four months at least.

But even though you are not in the market at this time, a little note on the back of this letter will tell us that we have your good-will anyway.

And that's a lot to us.

Yours very truly,

THE PALMOLIVE COMPANY,

By WM. J. HATCH,
Industrial Department.

The Palmolive Company makes this comment on the letter.

"In the Industrial Department we keep an accurate card record of sales. In going over these cards, we discovered that about 1,500 hotels had not bought from us for a year or more. The question was—Why?

"To find out what the trouble could be, the 'Jim Smith' letter was sent out. We thought we would at least try to build good-will and perhaps dig up some supposed grievances. A keyed price-list-order form was attached.

"To our surprise, over \$2,000 worth of immediate business was received, besides opening up negotiations for further business with others, and certain grievances were straightened out with some. Hundreds of replies came in, assuring us that we had their good-will."

(9) Letters to old customers with the object of getting their assistance in making new cus-



FILM CAMPAIGNS

YOUR MESSAGE ON THE COUNTRY'S BEST SCREENS, HAS THE UNDIVIDED ATTENTION OF MILLIONS OF PEOPLE.

LET US EXPLAIN TO YOU HOW WE ARE SERVING SOME OF THE COUNTRY'S LARGEST MANUFACTURERS AND HOW WE CAN SERVE YOU.

BOSWORTH, DEFRENES & FELTON

PRODUCERS AND DISTRIBUTORS
WILKES - BARRE, PA.

Boyd's Lists

ESTABLISHED 1830

Our Price List AA-53 deserves a permanent place in your records. It gives you the number of people engaged in any business or profession; the number of Residents worth \$5,000, \$50,000, \$100,000, in any state or city. Just ask for a copy on your business stationery.

List Compilers for three-quarters of a century. Addressing. Mailing. Reproduced Letters.

BOYD'S CITY DISPATCH

19-21 Beekman Street
New York City

tomers among their friends and acquaintances. One large correspondence school has found that on the average every satisfied, working student can produce at least two good prospective students. There is another instance where an individual selling a service of an educational nature sent out a short letter to the firms on his subscription list, enclosing three postal cards, and asking the firm addressed to send the cards to three friends or acquaintances who might be interested in becoming subscribers to the material. This plan worked very well. The person addressed seemed to be glad to co-operate to the extent of sending out the cards, and in several instances wrote letters giving additional names and recommending that these be solicited also. One association addressed even went so far as to say it would send postal cards to its entire membership if these were furnished ready for mailing. If a plan of this kind is presented in

the right way, it is comparatively easy to get the co-operation of customers.

Kawneer Company Starts Business-Paper Campaign

The Kawneer Company, store front and drawn metal products, Niles, Mich. and Berkeley, Cal., will use space about twenty-five business papers in campaign featuring "Kawneer Solid Copper Store Front Construction," R. C. Tobin, advertising manager, informs PRINTERS' INK. Direct-mail advertising will also be used. The account has been placed with the Lamport-MacDonald Company, South Bend, Ind., advertising agency.

Lorraine Manufacturing Company Plans Southern Campaign

The Lorraine Manufacturing Company, New York, plans a campaign of "Lorraine" seersucker and suitings in Southern newspapers. The account has been placed with Bauerlein, Incorporated, New Orleans advertising agency.

The Stockton, Cal., *Record* has appointed Fred L. Hall, publishers' representative, San Francisco, to represent in Northern California. Mr. Hall has been its Southern California representative at Los Angeles for some time.

Growth

THE YEARS of our infancy and youth are devoted mainly to *physical* development. With maturity bodily growth becomes of secondary importance—progress is determined by *physical condition* and *mental* growth.

Having attained *medium* stature, we aren't trying to grow *bigger*. Our effort now is to *improve* our machinery, our product and our service.

Intensive cultivation produces the choicest fruit.

THE WOODROW PRESS, INC.
351 WEST 52ND STREET NEW YORK

"Send it to Woodrow"

Duplication

"How much duplication is there between the circulation of The Providence Journal and The Evening Bulletin?"

This is a question often asked by advertisers and advertising agents. In order to answer the question in an intelligent and conclusive manner, a thorough canvass of approximately 50% of The Evening Bulletin circulation was made.

Capable carriers, agents, newsdealers and street salesmen co-operated fully in getting an accurate and comprehensive report from their customers. The facts and figures procured are shown in our booklet "Duplication."

The Providence Journal

(MORNING AND SUNDAY)

AND

The Evening Bulletin

Rhode Island's Great and Influential Newspapers

cover this prosperous industrial State thoroughly and there are few worth-while homes within its borders in which one or the other of these papers is not read.

National advertisers may now buy space in the week-day issues of these papers at a special combination rate enabling them to cover the State thoroughly with the least possible cost.

Our booklet, "Duplication," rates and information regarding this prosperous market, will be mailed upon request.

Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

New York

Boston

R. J. BIDWELL CO.

Chicago

San Francisco

Los Angeles

Hundreds of National Advertisers and Many New York Merchants

recognize the fact that the New York City newspapers do not cover Newark, New Jersey, and the towns "Along the Lackawanna," and are regular users of space in the Newark Evening News.

Newark Evening News

NOT only do nearly all the well-known department stores and specialty houses in New York City use the Newark Evening News regularly, but several of the most prominent newspapers in that city buy space in the Newark Evening News and others have expressed a willingness to do business with us on a trade basis.

ANY advertiser or agency under the impression that the Newark Evening News is not necessary in the Metropolitan District is invited to communicate with the dominant newspaper of this very prolific field.

Newark Evening News

215-221 Market Street
Newark, New Jersey

EUGENE W. FARRELL
Business and Advertising Manager

O'MARA & ORMSBEE, INC.
General Advertising Representatives

New York

Chicago

San Francisco

F. Goodrich Rubber Company Staff Changes

The B. F. Goodrich Rubber Company, Akron, O., has made the following changes in its sales and merchandising departments:

William A. Johnson, who has been manager of automobile tire sales, has been made manager of merchandising of the tire division.

H. M. Bacon, formerly tire sales manager of the Western districts, has been made manager of branch operations. He also will supervise the service division and will be assisted by P. H. Sears, manager of the branch administration department.

A. G. Partridge, who has been tire sales manager of the Eastern districts, succeeds Mr. Johnson as manager of automobile tire sales.

T. A. Aspell will relinquish the management of the service department and devote all his time to the direction of truck tire sales.

The Search Is On

DUNLOP TIRE AND RUBBER CORPORATION OF AMERICA

BUFFALO, N. Y., Apr. 5, 1923.

Editor of PRINTERS' INK:

Will you please ask your readers to search through their mental pigeon holes and tell us whether the phrase "Built on Honor to Honor Its Builders" has ever been employed to their knowledge in an advertising way?

DUNLOP TIRE AND RUBBER CORPORATION OF AMERICA,

G. O. MACCONACHIE,
Advertising Manager.

Cutlery Account for Williams & Saylor

The Wade & Butcher Corporation, Jersey City, N. J., manufacturer of cutlery and importer of products manufactured by Wade & Butcher, Ltd., of Sheffield, Eng., has appointed Williams & Saylor, Inc., New York advertising agency, to direct the advertising of its razors, pocket knives, carving sets and stainless steel cutlery. Business and consumer publications will be used.

Change of Size in Southern Oil Publications

The Refiner and Natural Gasoline Manufacturer, published by the Gulf Publishing Company, of Houston, Tex., has adopted a page size of seven by ten inches. The Oil Weekly, published by the same company, will change its page size to seven by ten inches beginning with the April 21 issue.

Joins Burleigh Withers Company

Robert G. Jones, an illustrator, formerly with the Illustration Studios, is now associated with The Burleigh Withers Company, Chicago art service.



11,000,000

Automobile Owners

DONNELLEY'S complete records of automobile registrations will provide you with accurate lists of all or any part of these owners separated according to territory or by make of car, whichever best meets your individual needs.

Our statistical department has available a vast fund of useful information pertaining to the automotive industry—also a national trade list of auto and accessory manufacturers and dealers. The free book "Automotive Markets and How to Reach Them," contains details.

Write for your copy today.

The Reuben H. Donnelley Corporation

Mailing Service Department

328 E. 21st Street Chicago, Ill.

The
Billboard
AMERICA'S FOREMOST **Weekly** THEATRICAL DIGEST

Don't be buncoed!

Don't buy advertising from glib gold-brick peddling solicitors.

Patronize A. B. C. papers.

Get what you pay for.

The Billboard is an A. B. C. paper.

NEW YORK

1493 BWAY. BRYANT 8470

CHICAGO | CINCINNATI

35 SO. DEARBORN | 25 OPERA PL.

A Tent-Maker Advertises in Medical Journals

Medical journals are being used in an advertising campaign which the H. Wenzel Tent & Duck Company, of St. Louis, is addressing to doctors. The company urges doctors to prepare for their own vacations, telling them that it is "time to ease up a bit, to plan that camping and fishing trip you've looked forward to so long."

"Cutlery Merchandising" a New Publication

Cutlery Merchandising, a new monthly magazine devoted to the interests of the American cutlery industry, will make its first appearance with its May issue. It will be edited and published at New York by Charles H. Paine and A. C. Penn, formerly with the *American Cutler*, also of New York.

H. C. Sturt Becomes Vice-President of Atlanta Agency

H. C. Sturt has resigned as national advertising manager of the Birmingham, Ala., *News* to become vice-president and account executive of the Geo. W. Ford Company, advertising agency of Atlanta, Ga. He was formerly with the *Chicago Herald and Examiner* and the *Kansas City Star*.

E. J. Seifrit Now Publisher Representative at Kansas City

E. J. Seifrit, recently national advertising manager of the Kansas City *Journal and Post*, has opened office at Kansas City as a publisher representative. He was previously with the *Detroit News*, the *Denver Post* and the *St. Louis Post-Dispatch*.

Julian Field Joins Staff Aubrey & Moore

Julian Field has joined Aubrey & Moore, Chicago advertising agency. He was one of the members of Field & Baker, a former Chicago advertising agency.

Standard Steel and Bearing Agency Appointment

The advertising account of Standard Steel and Bearings, Inc., of Philadelphia, has been placed with Groesbeck Hearn & Hindle, Inc., New York advertising agency.

Foreign Bank Account for Gundlach Agency

Den Norske Handelsbank, of Christiania, Norway, has placed its American advertising account with the Gundlach Advertising Company, of Chicago.

REDFIELD, FISHER & WALLACE

INCORPORATED

Advertising

105 WEST FORTIETH STREET
NEW YORK

Established 1913

OUR first client, an advertiser of national prominence, commenced using our service 10 years ago. The account is still with us.

Another advertiser, whom we have served for the past 8 years, responded to recent solicitation as follows:

"Our advertising is placed through Redfield, Fisher & Wallace, Inc. Their counsel and services have been, and are, of such value that it would be unwise to even consider a break in our relations."

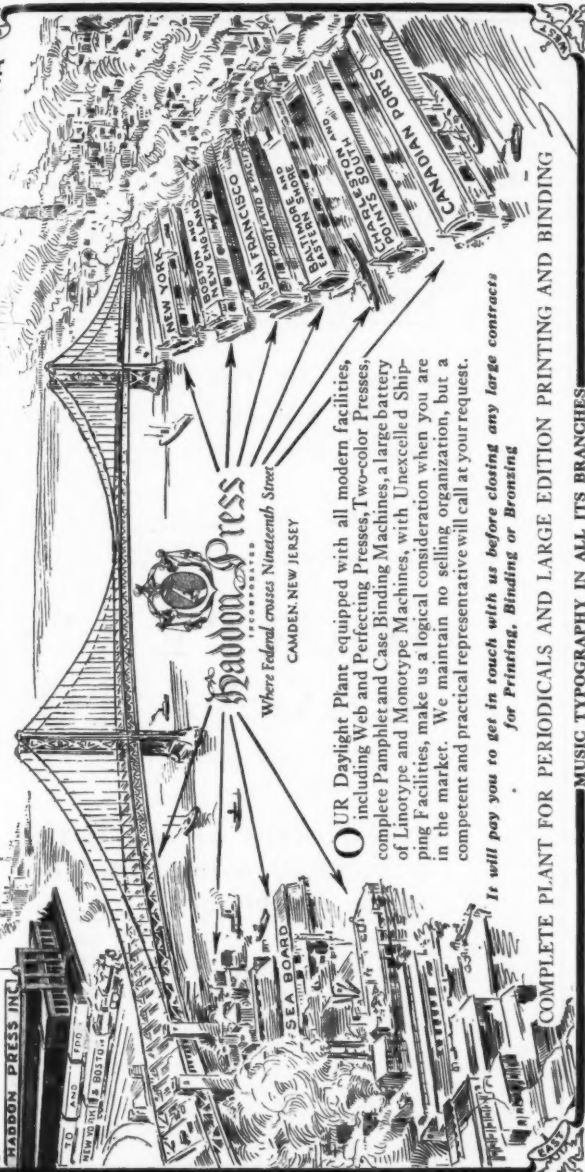
WE are ready to serve one or two additional advertisers who are seeking complete agency service, planning, preparation, placing—and invite correspondence or interview.

v Publisher
Kansas C
tly national
the Kansas C
has opened
as a publishe
previously w
Denver Post a
tch.
ms Staff
Moore
ned Aubrey
ing agency.
ers of Field
ago advertis
d Bearing
ntment
nt of Stand
of Philade
with Groesbe
ew York adve
count fo
ency
nk, of Chri
its America
the Gundlac
Chicago.

LOCATION—GEOGRAPHICALLY—CORRECT

CAMDEN, N. J.

PHILADELPHIA



OUR Daylight Plant equipped with all modern facilities, including Web and Perfecting Presses, Two-color Presses, complete Pamphlet and Case Binding Machines, a large battery of Linotype and Monotype Machines, with Unexcelled Shipping Facilities, make us a logical consideration when you are in the market. We maintain no selling organization, but a competent and practical representative will call at your request.

It will pay you to get in touch with us before closing any large contracts for Printing, Binding or Bronzing

COMPLETE PLANT FOR PERIODICALS AND LARGE EDITION PRINTING AND BINDING

MUSIC TYPOGRAPHY IN ALL ITS BRANCHES

In the new O. Henry
Memorial Volume of

PRIZE STORIES of 1922

chosen by the Committee
of the Society of Arts and
Sciences—

Twice as many stories
have been chosen from

**HARPER'S
MAGAZINE**

as from any other periodical

*One-fourth of the entire
number of stories included
in the volume are*

HARPER STORIES

One of the QUALITY GROUP

New Talking Points for Your Merchandise

(Continued from page 6)

A short time ago we tried advertising for new uses and were quite successful in discovering many new talking points in that way.

"Recently we made the discovery that one of our dealers in a certain section of the country was selling an unusually large number of our 'Little Giant' pipe wrenches in his trade, which happened to be of the blacksmith variety. This prompted us to ask our representative to investigate this dealer's market. Inquiry disclosed the interesting fact that this dealer had discovered a wonderful new use for our pipe wrenches, namely, taking horse-shoe calks out of horse-shoes. This is a use that we probably never would have thought of in a hundred years."

TALKING POINTS DERIVED FROM QUESTIONNAIRE

The Mint Products Co., of Port Chester, N. Y., maker of Life Savers, "The candy mint with the hole," worked out a plan for bringing new talking points to light that proved excellent for the purpose. It consisted of a questionnaire in the form of a single sheet of letter-size paper, containing seven questions, as follows:

1. I like Life Savers, personally, because—. 2. When do you eat them? 3. Most people in my opinion use them to—. 4. Some others know buy Life Savers because—. 5. If any particular class of people buy Life Savers more than another class, what in your opinion is that class (office workers, factory workers, smokers, wealthy people, women, children, etc.)? 6. And why does that class buy them? 7. What estimated per cent of the people, in your opinion, buy Life Savers strictly as a confection?

This questionnaire has been sent out to various groups of people at different times, such as the

company's staff of salesmen, and to the members of outside organizations with which the company has business relations such as its advertising agency, for example. Many excellent talking points have been brought to light in this way.

"Another method that we employ," said M. B. Bates, advertising manager of the company, "is to have our salesmen report comments they overhear in connection with their sampling. Our sampling campaigns give our representatives many excellent opportunities for getting in contact with the consumer, and this contact frequently yields many splendid ideas for selling and advertising Life Savers."

"Our style of packing permits extensive sampling. I personally give out many samples to salesmen and others who call upon me. All of us here make a practice of talking with retailers, jobbers and consumers as often as we can, and wherever we can, in order to discover reasons why people buy Life Savers, and to discover new talking points."

A source of new advertising ideas mentioned by Louis W. Wheelock, advertising manager of Stephen F. Whitman & Son, candy makers of Philadelphia, is the "careful study of objections made by the trade." The value of this suggestion lies in the fact that dealers occasionally raise objections to a product because they do not know or understand its quality or uses. In other words, the advertising has not "reached" them. The objection they refer to may have been answered in the advertising, but not strikingly or convincingly enough to bring home to them the opposite idea of what they have in mind.

"While we do not feel the same need of hunting for new advertising ammunition that is felt in lines more closely competitive than ours," said Mr. Wheelock, "our extensive line of products and our unique method of marketing them give us a great number of new angles of interest. We are able to find many new talking points as a result of our demonstration

Do You Need a Western Advertising Representative?

A high-grade advertising man, who, for 15 years, has been Western Manager of a successful business paper, is open for a new proposition from one or more good publications needing representation in Chicago and Middle West.

HAVE MY OWN OFFICE

and organization. Well-known among agencies and manufacturers in the entire Middle West, who can vouch for my ability, integrity and knowledge of advertising. Address

"D. C.," Box 143, Printers' Ink, 833 Peoples Gas Bldg., Chicago

Make Your Contracts More Binding

by binding them with the

AJAX EYELET FASTENER

Quickly, neatly and securely fastens contracts, plans, estimates, schedules, copy campaigns, letters, etc.



Punches hole, inserts and clinches eyelet in one operation. Absolutely trouble-less.

Order from your Stationer or Direct.

MACHINE APPLIANCE CORP.
351-353 Jay St., Dept. PI, Brooklyn, N. Y.



Howell Cuts

for houseorgans
direct mail and
ask for proofs other advertising

Charles E. Howell • Pisk Building • New York

sales held by our salesmen at our sales conventions, and a constant interchange of ideas is carried on among the members of our sales force."

Naturally, one of the greater and most prolific sources of advertising ideas in any business is the sales department. Almost every advertising manager consulted on the subject has emphasized the importance of keeping in close touch with the sales manager, as the best way of finding effective talking points for the advertising campaign.

Thinking the testimony of at least one sales manager would throw light on the subject, the writer called on H. W. Steinkraus, sales manager of the Brush Division of The Osborn Manufacturing Company, of Cleveland, who said:

"One of the methods by which we obtain new pointers on our line is through questionnaires sent out to certain groups of our trade. Here is one of six questions sent out recently to retail dealers on the subject of quality, service and variety of brushes furnished to this group of dealers. Here is another sent to another group of dealers on uses of brushes. Notice under remarks one of these dealers says, 'There is a large call for automobile use for cleaning parts; also for painters use when cleaning cars for painting; also the same for individuals.' This information was given in answer to the question, 'Is there any way we can increase the salability of these brushes?'"

"In addition to these questionnaires we have a monthly confidential report which gives us up-to-the-minute ideas from each of our salesmen and district managers as to complaints, criticisms and commendations of our line. This report is in the form of a four-page letter-size folder. Every salesman and district manager is asked to give a complete report on six subjects as follows: General Business Conditions; Conditions Affecting the Brush, Broom and Foundry Business; Competition; The Future; Advertising; Complaints and Suggestions. From



One of the largest and most complete printing plants in the United States

Day and Night Operation

The best quality work handled by daylight.

You will find upon investigation that we appreciate catalogue requirements and that our service meets all demands.

Printing and Advertising Advisers

We assist in securing catalog compilers, advertising men, editors, or proper agency service, and render any other assistance we can toward the promotion, preparation and printing of catalogues.

Catalogue and Publication PRINTERS

ARTISTS—ENGRAVERS—ELECTROTYPERS

Make a Printing Connection with a Specialist and a Large and Reliable Printing House

OUR SPECIALTIES:

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists
- (7) Also Printing

Such as Proceedings, Directories, Histories, Books and the like. Our complete Printing Equipment, all or any part of which is at your command, embraces:

TYPESETTING (Linotype, Monotype and Hand)

PRESSWORK (The Usual, also Color and Rotary)

BINDING (The usual, also Machine Gathering, Covering and Wireless Binding)

MAILING ELECTROTYPING ENGRAVING DESIGNING ART WORK

If you want advertising service, planning, illustrating, copy writing, and assistance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you. If desired, we mail your printed matter direct from Chicago—the central distributing point.

Business Methods and Financial Standing the Highest (Inquire Credit Agencies and First National Bank, Chicago, Illinois)

Proper Quality

—Because of up-to-date equipment and best workmen; clean, new type from our own foundry and used once only; modern presses of all kinds.

Quick Delivery

—Because of automatic machinery and day and night service; binding and mailing equipment for the largest edition.

Right Price

—Because of superior facilities and efficient management.

Our large and growing business is because of satisfied customers, because of repeat orders. We are always pleased to give the names of a dozen or more of our customers to persons or firms contemplating placing printing orders with us. Don't you owe it to yourself to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let us Estimate on Your Next Catalogue The Large and the Small Orders
(We Are Strong on Our Specialties)

Printing Products Corporation

Formerly ROGERS & HALL COMPANY

Catalogue and Publication PRINTERS

Tel. WABASH 3380—Local and Long Distance

Polk and La Salle Sts., Chicago, Ill.

Executives:

LUTHER C. ROGERS, Chairman Board of Directors.

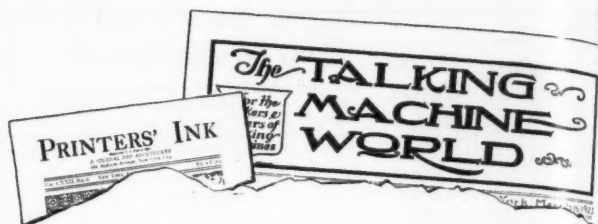
R. E. LAXMAN, President and Gen. Manager

R. J. WHITCOMB, Vice President, City and Country Publication Sales.

W. E. FREELAND, Secretary and Treasurer.

F. MACDONALD, City Catalogue Sales.

A. R. SCHULZ, Country Catalogue Sales.



What PRINTERS' INK means to you, THE TALKING MACHINE WORLD means to the industry it serves.

THE TALKING MACHINE WORLD contains a full cargo of merchandising ideas, relating exclusively to the talking machine industry of America.

That's why, like PRINTERS' INK, it is by far the largest and dominant medium in its field.

That's why all advertisements appearing in THE TALKING MACHINE WORLD will be read even as you read this one.

Here's a partial summary of the features for the past year:

- 23 articles on creating prospects
- 93 articles on selling methods
- 73 articles on advertising
- 45 articles on window display
- 42 articles on promotion plans
- 130 important editorials
- 129 articles on patents
- 7 articles on business opportunities
- 32 articles on export trade
- 13 articles on collections
- 252 articles on diverse subjects.

The character of its contents shows why THE TALKING MACHINE WORLD is a medium of guaranteed influence. Full particulars and sample copy gladly sent on request.

EDWARD LYMAN BELL, INC.

PUBLISHERS OF BUSINESS PAPERS SINCE 1879

MUSIC TRADE REVIEW • TALKING MACHINE WORLD
THE • AUTOMOTIVE ELECTRICITY

375 FOURTH AVENUE, NEW YORK • • • • • REPUBLIC BUILDING, CHICAGO

these reports we are able to get helpful data to pass on to our men as well as to the trade in our advertising and direct-mail matter.

"I visit each branch office, with the exception of our San Francisco Branch, at least once every sixty days. Generally the salesmen are in and we have a day's conference. A regular subject of the program is that of going through the catalogue item by item, exchanging new information about items gathered from different sources. Through these conferences many new selling points are brought out.

"Each of our district managers spends some time with each of his salesmen at least every sixty days, calling upon some of the trade and going over his territory with him. By this means the district manager gets the latest information as to what new problems the salesman has solved with brushes which information is at once forwarded to the home office. Here it is written up and sent out to all salesmen.

"We have one salesman in particular who always makes it a regular part of his call to see the man who is using our brushes, if the customer is a consumer, or the man who has charge of our line if it is a jobber or a dealer. This close contact always results in discovering up-to-the-minute pointers or merits of our goods. All our salesmen are urged to follow this method.

"We never permit our salesmen to knock competitors. However, it is good to know what competitors are doing and to keep posted on their activities. This makes us more certain of our ground as to how good our own products are and it enables us to find and emphasize the points about our own goods in which we excel without disparaging the goods of our competitors.

"It may seem strange to say that a good place to find new talking points is in the occasional examination of competitor's goods, but it is a fact nevertheless. If

You Can Win \$300.00 In Cash

by suggesting an appropriate name for a throat lozenge of medicinal value in instantly allaying coughs. It will relieve Tonsilitis, Pharyngitis and Laryngitis and Cold in the head. The product is perfectly harmless and does not contain narcotics.

1st Prize \$250.00

2nd Prize 50.00

Contest closes May 1st, 1923. Announcement of winner about July 1st, 1923. In the event of two or more persons submitting the names winning First or Second Prize, each shall receive the full amount of the award tied for. Write "H. F.," Box 84, care of PRINTERS' INK.

To Publishers

Is your publication securing the volume of Eastern advertising its market justifies?

For 10 years I have been associated with the publishing business, as make-up man, office manager, Eastern advertising manager and advertising manager—always going up the ladder.

I am "hanging out my own shingle." My present employer has expressed a desire that his paper be included in my "list."

My policy is to represent but one publication in any given field.

I am married, 33 years of age and enjoy a healthy reputation among Eastern advertisers and agencies.

Correspondence invited and treated in strictest confidence.

"W. A.," Box 141, Printers' Ink

Printing Plant

Consisting of Linotype, Cylinders, Job Presses, Complete Composing and Bindery Equipment

For Sale

Situated in modern, fireproof structure. Long lease at low rental.

APPRAISED AT \$45,000.00

Will sell to right people for \$20,000 on satisfactory terms. Plant is now in full operation. If interested, act quickly. No brokers. Address "B. A.," Box 142, care of Printers' Ink.

George Simms

I make a business of writing convincing Sales Letters, Booklets, Folders and other selling literature for business men who want to use the mails *economically*. Some of the largest concerns in this country, and small ones, have found my services cost less than their mistakes. Put me to the test on some mail selling problem you have not been able to answer.

18 W 34th St. New York
Telephone 2040 Pennsylvania

this examination is made in dealer's store, we can emphasize how beautiful our goods look, the advantage of keeping them clean and how well they may be arranged with our display material. Examination of competitor's goods in our factory enables us to emphasize the serviceability of our line and the length of time during which they retain their good shape. Talking points are hereby brought out that might not occur to the salesman when examining his own line by itself.

"Nothing does a salesman so much good in the way of keeping him reminded of quality, as a trip through the inspection, packing and shipping departments to show him how beautifully the goods come through. I visit the factory frequently and recommend it to any sales or advertising manager as a reliable source of inspiration. Old talking points take on new meaning after watching factory operations for a while. Moreover the experience of visiting the factory frequently keeps me solid on the line and able to give up-to-the-minute opinions on handling criticism and complaints.

"On certain types of new brushes I make it a point to visit the consumer personally and see first hand the application of our product to his needs. With large dealers and jobbers who have had particular success with our line, I make it a point to call upon them also either accompanied by our district sales manager or local salesman. This gives us an opportunity to talk over their requirements and brings out many new talking points.

"We maintain a 'Dope Book' which is a large loose-leaf, leather-bound book, that contains the whole story of our line. In it is printed the cream of our talking points and photographs of every item we make. When we are preparing our literature and advertising information for this 'Dope Book' we ask our salesmen to fill out blanks giving specific information regarding specific items.

"Our salesmen also carry regular suggestion and complaint

How PRINTERS' INK Selects Subscribers

because of its "Cream of the List" method of selecting new subscribers, PRINTERS' INK is able to offer practically complete coverage among national advertisers.

Two members of PRINTERS' INK's circulation department continually examine all the leading business and trade publications for new advertisers, since it is in his favorite business paper that the future advertiser first shows his head. Whenever a new one appears, the president, sales or advertising manager of the future national advertiser is solicited for a subscription on the basis of the many helpful articles on merchandising and selling, which appear in every issue. The solicitation is continued until the subscription is secured.

This method of securing advertisers in embryo as regular readers, and then giving them a publication of such usefulness that they renew their subscriptions year after year, insures a coverage among national advertisers remarkable for its completeness.

As advertisers have increased, PRINTERS' INK's circulation has kept pace with them until today it is the largest in its history—while the rate per page per thousand is 32% less than four years ago as the following table shows:

Date	Rate Per Page	Edition	Rate Per Page Per M
Jan. 2, 1919	\$ 90.00	12,614	\$7.14
Jan. 3, 1920	100.00	18,300	5.46
Jan. 6, 1921	100.00	18,700	5.34
Jan. 5, 1922	100.00	19,586	5.10
Mar. 1, 1923	100.00	20,600	4.85

Careful buyers of space who weigh values know that this rate for a paper of PRINTERS' INK's class represents an exceptional value, which accounts for the large number of advertisers represented in every issue.

PRINTERS' INK PUBLISHING COMPANY

185 MADISON AVENUE, NEW YORK

VAN DYKE

SOFT-INK ERASER

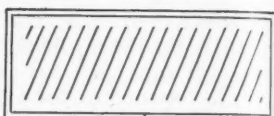
"Cleans as it Erases"

A Saving in Time, Temper and Money

VAN DYKE INK ERASERS leave no mark, tracing or roughness. They erase cleanly and completely on paper or tracing cloth.



Result of trying to draw with ink over a paper surface erased with an ordinary eraser.



Result of drawing over paper surface erased with Van Dyke Ink Eraser.

Go to your stationer's and ask for a VAN DYKE. Order by number.

No. 6500—Large Size

No. 6505—Small Size

Special Offer:

Send 10 cents to us at 37 Greenpoint Ave., Brooklyn, and we will mail you samples of the VAN DYKE ink and pencil erasers.

Made by the Manufacturers of Mongol Pencils.



EBERHARD FABER



banks in pad
any infor
which come
And, needle
points are o
our salesmen
The subje
What has
the subject i
few intro
testimony r
rom a ver
sources, just
ew example
-cameras,
covering, tap
rushes. In
the ideas
various fic
riter is so
observe that
y-one distin
ated where
may look fo
perhaps it
remember
riefly sum
(1) Spend
f time on
dealers, tall
looking for
the dealer's
(2) Puttin
n the hom
representati
ng).
(3) Lister
f people
product and
(4) Puttin
ork for a
ertising d
hem with
operation in
ng points.
(5) Bring
e factory
atechizing
oints.
(6) Keep
product's p
operation.
allation sh
ng points
(7) Wat
pondence
ents of u
(8) Adv
nd dealers
ew uses
(9) Wat
keeping an

A Self-Starter

—*who knows Advertising and Merchandising*

The job is to work with manufacturers of style merchandise in helping them to lay out their advertising and selling plans. The connection is with one of the largest and best known publishing houses in the country, situated in New York.

Obviously, the man we want must know a good deal about style merchandise or style advertising, or both. He should know intimately how such things as piece goods, corsets, underwear, lingerie, millinery, etc., are sold by the manufacturer to the department store and by the department store to the public. There are a variety of ways in which this knowledge might have been gained—by selling on the road, by work as a Buyer, Merchandise or Assistant Merchandise Manager, Advertising Manager of a department store or manufacturer.

He should be young, not over 30 or 35, and preferably college trained. Above all, he must be capable of thinking and acting on his own hook.

There is a big future for the right man. He will be chosen with great care. In your letter state fully your age, nationality or extraction, education, experience and salary expected. Don't be afraid to make your letter long. Cover everything thoroughly. The communication will, of course, be kept confidential.

Address "F. E.," Box 145, care of PRINTERS' INK.

blanks in pads on which they send any information of this kind which comes to their attention. And, needless to say, valuable points are often sent in to us by our salesmen in this way."

The subject is inexhaustible. What has here been written on the subject is scarcely more than a few introductory remarks. The testimony recorded is gathered from a very small number of sources, just sufficient to cite a few examples of diverse products—cameras, soup, candy, floor-covering, taps and dies, paint and brushes. In looking back over the ideas gathered from these various fields, however, the writer is somewhat surprised to observe that something like twenty-one distinct sources are indicated where the advertising man may look for new talking points. Perhaps it will assist the reader to remember what these are if we briefly summarize them:

(1) Spending a definite amount of time on the road calling on dealers, talking with them and looking for ideas in and about the dealer's store.

(2) Putting the product to use in the homes of the company's representatives (as floor-covering).

(3) Listening to the opinions of people who do not like the product and never buy it.

(4) Putting new salesmen to work for a short time in the advertising department to impress them with the desirability of co-operation in sending in new talking points.

(5) Bringing salesmen back to the factory once a year and mechanizing them for new talking points.

(6) Keeping a record of the product's performances in use or operation. The history of an installation should furnish new talking points by the dozen.

(7) Watching incoming correspondence and tabulating comments of users and dealers.

(8) Advertising to consumers and dealers for information about new uses or talking points.

(9) Watching unusual sales, or keeping an eye on the sales re-

EVENING HERALD

Los Angeles, Cal.

Is Read In Almost Every Home,
Office, Store and Factory in Los
Angeles and Suburbs.

For Economical Coverage of The
Los Angeles Territory Concentrate
Your Advertising in The Evening
Herald.

Representatives:

H. W. Moloney, 604 Times Bldg., New York
G. Logan Payne Co., 401 Tower Bldg.,
5 No. Michigan Ave., Chicago
A. J. Norris Hill, 710 Hearst Bldg.,
San Francisco, Cal.

We are prepared to handle
your advertising campaigns in

**MEXICO, CUBA, PORTO
RICO, CENTRAL and
SOUTH AMERICA**

**ZAWADZKY ADVERTISING
AGENCY**

(Tribune Bldg.) 154 Nassau St.
New York, N. Y.

*Our Mr. Zawadzky is from South
America and is the coproprietor of
"RELATOR," one of the biggest
dailies in Colombia, S. A.*

THE PROGRESSIVE TAILOR

Reaches 30,000 Mer-
chant Tailoring Estab-
lishments.

Issued Semi-Annually
Forms Close May 10

315 Fourth Ave., New York

port, and when an item or item
shows unusual activity having it
investigated to see whether some
new use has been developed.

(10) Issuing questionnaires to
salesmen asking for information
about new classes of users (see
Life Savers).

(11) Sampling to consumers in
the company's office or in the con-
sumer's home for the purpose of
hearing comments on the goods.

(12) Questionnaires to groups
of dealers for reports on quality
and service of products as well
as questionnaires on new uses.

(13) Monthly confidential re-
port sent in by branch managers
and salesmen covering such things
as competition, advertising, com-
plaints and suggestions.

(14) Careful study of objec-
tions made by the trade.

(15) Demonstration sales made
by salesmen at sales conventions.

(16) Periodic visits of sales
manager (and advertising man-
ager) to branches and salesmen's
territories.

(17) Studying competitor's
goods in the dealer's store from
the standpoint of appearance; and
in the factory from the stand-
point of quality of construction.

(18) Periodic visits of salesmen
to factory, especially the inspect-
ing, packing and shipping de-
partments.

(19) Visiting the consumer and
dealer when new items are added
to the line in order to make per-
sonal observation of the goods in
use.

(20) Use of a Dope Book, or
master record of all talking points
on the whole line.

(21) Meetings with the sales
force for the purpose of going
over the catalogue item by item.

Kansas City "Journal" Advances Clinton Brown

Clinton Brown, promotion manager of
the Kansas City, Mo., *Journal and Post*
has been advanced to the position of
national advertising manager.

William J. Savage, formerly manager
of advertising and sales for The Helzel
Steel Form & Iron Company, Warren,
O., has been elected a vice-president of
that concern.

Declaration of Independence

A FACSIMILE copy of the Declaration of Independence has been issued by the John Hancock Mutual Life Insurance Company. This reproduction is a composite reduced facsimile, one-quarter size, taken from a facsimile reproduction of the original Declaration of Independence made by W. I. Stone, in 1823, under the direction of John Quincy Adams, then Secretary of State. The original engrossed Declaration is in the custody of the Librarian of Congress at Washington.

The John Hancock Company will be glad to send a copy of the Declaration free to any person or institution desiring it for framing.

JOHN HANCOCK made the Signature famous by signing the Declaration of Independence.

THE SIGNATURE has been made a Household Word by the



Sixty-one Years
in Business

Largest Fiduciary Institution
in New England

Four-Power Treaty



THE MOST IMPORTANT TREATY EVER
NEGOTIATED BY THE UNITED STATES



Every one should know this treaty

Copies may be had free by writing to the
JOHN HANCOCK MUTUAL LIFE INSURANCE CO.

Are You Getting Your Share of Business in New England?

Business activity throughout New England remained at approximately the same high level in March as in February, according to the latest monthly review of the Federal Reserve Bank of Boston

"Until the cost of living increases considerably more than it already has, the wage advances just granted, together with a continued high volume of employment, should materially increase the purchasing power of a large proportion of the workers in the factories of New England."

As a further symptom of the business volume, the review adds that labor's earnings are still greater, due to "the almost universal increase in working hours."

The rate of manufacturing activity in the chief New England industries during February was placed at about one per cent greater than during January, with output at approximately *ninety-four per cent* of the post-war peak of production. Production in the United States as a whole during the month was at the same rate as during January, with output *twenty-one per cent* above the 1919 average.

Present your merchandise to New Englanders through the home daily newspapers of New England. These papers give you a wide coverage at a nominal appropriation.

SPRINGFIELD, MASS., UNION

Daily Circulation 72,552 P. O.—2c copy
Population 129,563, with suburbs 250,000

WORCESTER, MASS.

TELEGRAM
GAZETTE

Daily Circulation 73,957 A. B. C.
Population 179,754, with suburbs 350,000

PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,911 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT.

POST
TELEGRAM

Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CT., TIMES

Daily Circulation 45,229 A.B.C.—3c copy
Population 138,036, with suburbs 373,000

NEW HAVEN, CT., REGISTER

Daily and Sunday Cir., 34,427 P. O.
Population 165,000 with suburbs 225,000

NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,829 A.B.C.—3c copy
Population 25,688, with suburbs 60,000

PORTLAND, ME., EXPRESS

Daily Circulation 26,294 P. O.
Member A. B. C.
Population 69,169, with suburbs 75,000

BROCKTON, MASS., ENTERPRISE

Daily Circulation 22,393 P. O.—2c copy
Population 69,000, with suburbs 100,000

MERIDEN, CONN., RECORD

Daily Circulation 6,699 A.B.C.—3c copy
Population 37,739, with suburbs 60,000

BURLINGTON, VT., FREE PRESS

Daily Circulation 11,459 P. O.
Population 22,779, with suburbs 40,000

FITCHBURG, MASS., SENTINEL

Net Paid Circulation 10,660 A. B. C.
Population 41,029, with suburbs 110,000

LYNN, MASS., ITEM

Daily Circulation 16,313 A.B.C.—2c copy
Population 99,198, with suburbs 125,000

NEW BEDFORD, MASS.

STANDARD
& MERCURY

Daily Circulation 31,489 A.B.C.—2c copy
Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS

Daily Circulation 20,079 P. O.
Population 43,697, with suburbs 150,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

An Easter
A

The Knicker
New York used
to boost a pro
ing customers.
Ice cream E
product for
gave this
Louis XIV
his guests by
ice cream in t
Today ices are
form, but non
the snowy fro
a souvenir b
new homes hav
ices, just tel
Cream Co., and
or delicious i
ancy shape y
Ice Cream is p
of which it is
ocker Ice with
The ice com
customer's pro
to the idea t
access by po
terial produc
products whic
the article m
nufacturer.

Meets Rum
Adve

To offset r
had been re-
J. G. Brill
manufacturer
and trucks,
space to issue
reports. The
by the board
the president

New Acco
C

The William
many, wholesa
Products Com
Both of Okla
placed their
borne, adverti
cation, outdoo
ing will be u
account.

D. G. B

D. G. Bartl
years advertis
son & Kedzie
left to engag
ness for him
Bartlett is M
will direct the

Appoints

The Marysv
ointed Fred
entative, as
tative.

An Easter Theme for Ice Advertising

The Knickerbocker Ice Company of New York used some timely Easter copy to boost a product made by one of its big customers.

Ice cream Easter eggs were the timely product for which the ice company's copy gave this historical background: Louis XIV astonished and delighted his guests by having his chef serve ice cream in the shape of Easter eggs. Today ices are frozen in almost every form, but none is more beautiful than the snowy frozen eggs or lilies served in souvenir baskets of lavender. As few homes have the facilities for fancy ices, just telephone the Horton Ice Cream Co., and your order will be filled for delicious ice cream frozen in any fancy shape you may desire. Hortons Ice Cream is pure, from the pure cream of which it is made to the pure Knickerbocker Ice with which it is frozen."

The ice company's plan of boosting a customer's product adds another example to the idea that has been used with success by power companies, raw material producers and the makers of products which are an integral part of the article made by another manufacturer.

Meets Rumors of Its Sale with Advertised Denial

To offset rumors that the company had been re-capitalized or sold, The J. G. Brill Company, Philadelphia, manufacturer of electric railway cars and trucks, recently took newspaper space to issue a public denial of these reports. The statement was authorized by the board of directors and signed by the president of the company.

New Accounts for Oklahoma City Agency

The Williamson-Halsell-Frasier Company, wholesale grocers, and the Russell Products Company, food manufacturer, both of Oklahoma City, Okla., have placed their accounts with Leno Osborne, advertising, of that city. Publication, outdoor and direct-mail advertising will be used by the first-mentioned account.

D. G. Bartlett Starts Own Business

D. G. Bartlett, for three and one-half years advertising manager of the Madison & Kedzie State Bank, Chicago, has left to engage in the advertising business for himself. Associated with Mr. Bartlett is Montgomery Melbourne, who will direct the art work.

Appoints Coast Representative

The Marysville Cal., *Democrat* has appointed Fred L. Hall, publishers' representative, as its Pacific Coast representative.

Many Thousands of Portland, Maine families

take the "Express" EXCLUSIVELY!

U. S. Census gives Portland 16,801 families. "Express" City Circulation 16,893 net paid average for six months ending March 31, 1923.

This shows how conservative is our estimate that the "Express" is taken in

15 of every 16 Portland Homes!

"Express" has largest circulation in its history. Each three months during 1923 shows a GAIN over the preceding three months' period.

Portland's only Evening paper.
Portland's only Three-Cent daily.

Portland Express

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

Sheet Metal Stampings

WANTED—A manufacturer equipped to make large metal stampings to make a novel patented fireless cooker on a royalty basis. The article is really new, efficient and can be produced on a basis to eliminate present competition. For further particulars address "Fireless Cooker," Box 146, care of Printers' Ink.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1883 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line. Minimum order \$2.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, News Editor

EDITORIAL STAFF:

Roland Cole E. B. Weiss
C. B. Larrabee Bernard A. Grimes

Chicago: G. A. Nichols
D. M. Hubbard
London: Thomas Russell

NEW YORK, APRIL 12, 1923

Railroads Spending \$1,500,000,- 000

will be at flood in October is revealing itself.

The railroads tell us this. They are calling upon every householder, factory manager, farmer and shipper for a helping hand so that the heaviest prospective volume of freight traffic in the history of American railroading may be moved with celerity. They tell us this with cash. Of an authorized appropriation of \$1,540,000,000 for new equipment, \$440,000,000 — one-third of this staggering total—has already been spent. Locomotives to the number of 4,219 and cars totaling 223,616 have been bought.

Here is cheer and stimulation for all of us. The influence of this immense buying will trickle all through industry. Everyone

A rich harvest of plentifulness lies ahead. A steady rise of industrial prosperity that

will be benefited by it, no matter what his occupation. But advertisers, in particular, can assure themselves of a goodly share of this abundance by keeping their product advertised in line with this buying flood.

There's the answer for the manufacturer. It's seed time for him—time to plant a new crop of advertising that will make his sales volume increase with the prosperity of the country. It also is seed time for the farmer. He is planting his crops now. All this year his buying power has been greater under the influence of the extra two billion dollars which the 1922 crops brought over 1921. Granted another bumper crop, the country should have one of the most prosperous falls in our history.

This is the year when Old Man Summer Slump and his bosom friend Habit, are in for a bad time of it. No seasoned advertiser will give his appropriation an August and July vacation in view of the flood tide of business that is rising just ahead.

Good-Will and the Balance Sheet

Pierre S. du Pont, president of General Motors, in his recent report to stockholders, has something to say on the subject of good-will which is worthy of every executive's attention. "The item of good-will," said Mr. du Pont, "has increased only \$2,046,922 since 1919 to a present total of \$22,270,811. From this it must not be concluded that this account is rendered of small or doubtful value. In fact this intangible value might be rated, conservatively, equal to the manufacturing plants, for of the two items it would be much easier to replace the latter than to build up the good-will and organization now enjoyed and controlled by General Motors Corporation. Tangible assets would quickly return to lifeless materials were it not for the livening influence of the intangible values classed as good-will."

In talking of good-will in terms

of replace
influence
two very
understand
item of g
by bank
value.
eral Mot
measure
for the
Chevrolet
and G. M
ance and
The n
Motors c
service
panies as
sales adv
gether b
paign w
instead o
and is in
rated at
of the p
wise in a
earned p
its comp
by adve
are easi
good-wil
good thi
good-wil
tory wal
are lifele
out the l
intangibl
classed a

Long L
That
Too S

will find
long lett
short let
short let
is long
is good
This i
answer
long or
be? It s
and sho
its purp
Many
long, an
relation
short in
to be s
accompl
long let

of replacement value and livening influence Mr. du Pont has added two very definite terms perfectly understandable to bankers, to the item of good-will, so often classed by bankers as an asset of doubtful value. And the good-will of General Motors is due in very great measure to the reputation built for the names Buick, Cadillac, Chevrolet, Oakland, Oldsmobile and G. M. C. truck, by performance and advertising.

The mere bigness of General Motors creates no good-will. The service of its component companies as emphasized by consistent sales advertising and now tied together by an institutional campaign which emphasizes service instead of size, is what has built and is insuring the good-will item, rated at only one-tenth the value of the plants. General Motors is wise in appropriating to itself the earned prestige and good-will of its component names made famous by advertising. Truly, factories are easier to rebuild than lost good-will. Replacement cost is a good thing to think about when good-will is being discussed. Factory walls and a line of shafting are lifeless materials indeed without the livening influence of these intangible but veritable values classed as good-will.

Long Letters That Are Too Short

This editorial does not need to be illustrated by examples. You will find them on every hand—long letters that are too short and short letters that are too long. A short letter is a good letter if it is long enough, and a long letter is good if it is short enough.

This is about the only possible answer to the old question, How long or how short should a letter be? It should be both long enough and short enough to accomplish its purpose.

Many a short letter is both too long and too short—too long in relation to what is said and too short in relation to what ought to be said in order to make it accomplish its purpose. Many a long letter is too short and too

long—too long in relation to what is said and too short in relation to what ought to be said. This same criticism applies to all letters, long or short—and there are very few letters to which it does not apply.

Take up any sales letter at random, even one that enjoyed a modicum of success in landing business, and the chances are ten to one that you will find it both too long and too short if you are in position to judge the letter from the point of view of the man to whom it was written. You will not only find a great many thoughts expressed by the use of more words and phrases than necessary for effective expression of the thoughts—that is relatively a minor matter—but, more serious, you will find a great many unnecessary thoughts expressed. On the other hand you will find thoughts or statements have been omitted from the letter.

It is, in fact, a rare exception when a sales letter cannot be greatly improved by the process of subtracting unnecessary statements and then using the space, if used at all, to say something.

That is the great problem of the letter writer—to say something. Lopping off the first paragraph or two more often than not results in saying something at the beginning of the letter. Cutting out useless words, and in particular useless sentences and paragraphs, throughout the body of a letter, sometimes doesn't leave much of the original letter, but what is left is likely to say something—something of genuine interest to the reader, something that gets somewhere in making the letter accomplish its purpose.

Does every word and statement in the letter say something—that is a test under which few letters will stand up straight. But when a letter is made to stand up under this test, every bit of it is likely to be of real interest to the reader and everything said in the letter will register a distinct impression in the reader's mind. Few, indeed, are the sales letters which are read all the way through and

with the reader's concentration on what is said all the way.

The way to get a letter read is to say something all the way, from the first word to the last. And the first requisite in a selling letter is to write one that will be read with interest. If it isn't read *with interest*, it probably won't be read at all. The reader may go through the motions, but his mind is elsewhere. The letter does not forthwith inject any good tidings into his acute sense of self interest. There is no immediate and direct appeal to his wants, needs, desires, or ambitions. Too much attention is given to faultless expression of thought and not enough to the appealing nature of the thought itself.

Bulk Goods Can Be Advertised

Pacquin, Inc., of New York, is bringing out points of unusual interest in its current business-paper campaign. This company is marketing bulk perfumes. In the various discussions that **PRINTERS' INK** has published on packaged versus bulk merchandise, it has repeatedly made the suggestion that if the manufacturers of bulk goods have a case at all they have something that can and should be advertised.

Well, that is exactly what Pacquin, Inc., is doing. Its trade-paper copy certainly proves that there is a case for bulk perfumes and since there are so many talking-points for these perfumes, it is not only right but also commendable to advertise them.

We did not like some of the earlier copy of this company because it seems to us that it went out of its way to knock packaged perfumes. We object to "knocking" copy only because overwhelming experience has shown it to be ineffective. But certainly no such criticism can be lodged against the present Pacquin copy.

The trade advertisements that this company is now running are highly constructive. Even veteran advertisers of packaged products could learn something from Pacquin copy as to how to marshal

the selling points of an article. The idea back of this campaign is that since there is still such a tremendous bulk perfume business in department stores, merchants might as well capitalize this demand by catering to it in every way possible.

The following paragraph presents the keynote of the campaign:

The retailer's business on bulk perfumes does not displace or interrupt his business on the packaged product, but it serves him as an additional sales item which broadens the reputation of his toilet goods department. A peculiar thing about the sale of bulk perfumes is that besides adding their volume and profit to the business of the department, they stimulate the sale of all perfumes, packaged goods included.

Pacquin furnishes ideas without stint to retailers in this campaign. We believe there is no better way to advertise to the trade. Ideas move merchandise. For instance, retailers are told that bulk perfume has an advantage inasmuch as its scent may be tested by customers. They are told to present the heavy Oriental fragrances first because the lighter odors "diffuse and volatilize to a greater extent, thus tending to confuse the olfactory nerve."

But above all, the point of greatest strength in this advertising is that there is no essential competition between bulk goods and packaged goods. They both satisfy entirely different demands. One creates business for the other. Business men are altogether too prone to regard products as competitive that, viewed in the light of greater wisdom, would be regarded as complementary or at least supplementary to their own line.

Washing Machine Account for Churchill-Hall Agency

The Poole Engineering & Machine Company, of Baltimore, Md., manufacturer of washing machines, has placed its advertising account under the direction of Churchill-Hall, Inc., New York advertising agency.

R. Allen Gibbons, formerly secretary of the Richmond, Va., Better Business Bureau, has been appointed merchandise manager of the Buffalo, N. Y., Better Business Bureau, Inc.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

1919

Liggett & Myers Tobacco Co.

*(Fatima, Chesterfield and
Piedmont Cigarettes)*

Johns-Manville Incorporated

1920

Western Electric Co.

1922

American Chicle Company

1923

Sanitol Chemical Laboratory Co.

(Toilet Preparations) and

Richard Hudnut, Perfumer

“NOT HOW MUCH, BUT HOW WELL”

NOTE: Including its fifth client (Sanitol and Hudnut), Newell-Emmett Company has added only three clients in four years. In line with this policy, a considerable period must again elapse before work for a sixth client can be undertaken—this, in order that the initial study and development of service on a new account may not be disturbed by the acceptance of a still newer one.

Reaching the Buyers of Advertising from Every Angle



The advertising of the Bradley Knitting Company is handled by the Federal Advertising Agency, Inc. The PRINTERS' INK Publications, as shown on the opposite page, give a complete coverage of both advertiser and agency.

The following individuals of the Bradley Knitting Company are readers of either Printers' Ink or Printers' Ink Monthly, or both, as indicated:*

Name	Title	Weekly	Monthly
J. J. Phoenix	President	Yes	Yes
W. B. Tyrrell	V.-P. and Sales Mgr.	"	"
M. E. Yaden	Advertising Manager	"	"
I. B. Davies	Secretary	No	"

* Information furnished by the Bradley Knitting Company.

The following individuals of the Federal Advertising Agency, Inc., are readers of Printers' Ink or Printers' Ink Monthly, or both, as indicated:*

NAME	TITLE	WEEKLY	MONTHLY
Robert Tinsman	President	Yes	Yes
J. J. Geisinger	Vice-President	"	"
John Lee Mahin	Director	"	"
John F. Woods	Director	"	"
Milton Goodman	Account Executive	"	"
H. S. Richland	Account Executive	"	"
H. I. Connett	Art Director	"	"
F. F. Umlauff	Asst. to Mr. Mahin	"	"
Henry Eckhardt	Service Man	"	"
A. V. B. Geoghegan	Space Buyer	"	"
John Cambridge	Sales Promotion Dir.	"	"
Irene S. Sims	Service Woman	"	"
Arthur Hirshon	Service Man	"	No
Jules Singer	Service Man	"	Yes
W. C. Bittel	Production Manager	"	No
H. Goldstein	Printing Buyer	"	"
Gladys Havens	Research Department	"	Yes
Elsie C. Parker	Asst. to Mr. Kaus	"	"

* Information furnished by the Federal Advertising Agency, Inc.

PRINTERS' INK

A Journal for Advertisers
Established 1888 by GEORGE P. ROWELL

March 29, edition

20,900 copies

PRINTERS' INK MONTHLY

An Illustrated Magazine of Advertising, Sales and Marketing

April edition

16,000 copies

THE PRINTERS' INK PUBLICATIONS

An Introduction
for you
to
230,000 Catholic families
and
3500 Catholic institutions
can be profitably given
by
**Extension
Magazine**

The World's Greatest Catholic Monthly
Member of the Audit Bureau of Circulations

General Offices:
180 N. Wabash Ave., Chicago, Ill.

Eastern Advertising Representatives:
LEE & WILLIAMSON
171 Madison Avenue, New York City

Review of
World's War
Atlantic Mo
Harper's
Scribner's
Century
Current Op
St. Nicholas
Bookman
Street & S
Our World
Wide Wor
Munsey's
Everybody's
Blue Book

American
Red Book
Physical C
Cosmopolit
Photoplay
True Sto
American
Sunset
Motion P
Success
Metropoli
Hearst's
Picture P
McClure's
Boys' Li
Asia
Elks Ma
Boys' M

Vogue
Ladies'
Harper's
Good H
Pictorial
Woman
McCall's
Delineat
Design
Holland
Modern
Fashion
Woman
People
People
The H

APRIL MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

Exclusive of publishers' own advertising)
Standard Size

	Pages	Lines
Review of Reviews.....	139	31,216
World's Work	124	27,776
Atlantic Monthly	122	27,463
Harper's	112	25,229
Scribner's	97	21,784
Century	74	16,716
Current Opinion	64	14,524
St. Nicholas	35	7,937
Bookman	27	6,239
Street & Smith Combination	27	4,760
Our World	20	4,571
Wide World	19	4,312
Munsey's	19	4,298
Everybody's	18	4,189
Blue Book	14	3,178

Flat Size

	Columns	Lines
American	367	52,613
Red Book	226	32,438
Physical Culture	221	31,733
Cosmopolitan	199	28,519
Photoplay	152	21,820
True Story	146	20,939
American Boy	94	18,872
Sunset	117	16,846
Motion Picture Magazine.	115	16,456
Success	111	16,011
Metropolitan	93	13,407
Hearst's International	87	12,541
Picture Play	71	10,153
McClure's	69	9,948
Boys' Life	55	9,516
Asia	65	9,088
Elks Magazine	50	7,676
Boys' Magazine	28	4,790

WOMEN'S MAGAZINES

	Columns	Lines
Vogue (2 issues).....	687	108,495
Ladies' Home Journal....	558	94,996
Harper's Bazar	478	80,452
Good Housekeeping	496	71,035
Pictorial Review	278	55,600
Woman's Home Companion	300	51,002
McCall's	208	41,708
Delineator	174	29,682
Designer	146	24,948
Holland's	114	21,711
Modern Priscilla	126	21,544
Fashionable Dress	117	20,008
Woman's World	106	18,021
People's Home Journal...	104	17,810
People's Popular Monthly	73	13,979
The Household	36	11,174

Leadership in Editorial Content

B. C. Forbes

Roger W. Babson

Richard Spillane

Joseph French Johnson

Herbert N. Casson

Thomas Dreier

H. Addington Bruce

O. D. Foster

J. G. Donley, Jr.

M. C. Krarup

These recognized writers and authorities make Forbes the Magazine of Business Leadership.

To reach a concentrated market of influential Business Executives, use advertising space in Forbes.

Members of the A. B. C.

FORBES

120 Fifth Avenue, New York

WALTER DREY, Vice-President

Western Manager:

Mr. H. S. Irving

Peoples Gas Building
Chicago, Ill.

Eastern Manager:

Mr. Frank H. Burns

120 Fifth Avenue
New York

The Dominant Newspaper of New Haven

Connecticut's
Largest City

The REGISTER is
"head and shoulders"
above any other paper
in its field.

DOMINANT in CIRCULATION

Every night twice as
large as any other New
Haven paper.

DOMINANT in ADVERTISING

The "REGISTER" leads
annually by Millions of
lines.

DOMINANT in PRESTIGE

Recognized leading
paper of New Haven.

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

	Columns	Lines
Needlecraft	61	10,4
Child Life	58	8,2
Mother's Magazine	46	8,1
Today's Housewife	32	5,4
Mess. of Sacred Heart (pg.)	20	4,5
Woman Citizen (2 Mch. is.)	20	3,1

GENERAL AND CLASS

	Columns	Lines
The Spur (2 issues).....	703	118,1
Town & Country (2 is.)..	477	80,2
House & Garden.....	465	73,5
Country Life	318	53,4
Motor	300	50,4
Vanity Fair	264	41,8
Radio News	250	36,8
House Beautiful	236	36,3
Popular Mechanics (pg.)..	150	33,6
Field & Stream.....	223	31,9
System	222	31,8
Normal Instructor	178	30,3
Arts & Decoration.....	179	30,2
Popular Science Monthly..	166	25,3
Outers' Recreation	175	25,1
Nation's Business	162	23,9
Radio	157	23,2
National Sportsman	136	19,4
Theatre	122	19,4
Science & Invention.....	122	17,9
Outdoor Life	120	17,7
Garden Magazine	121	16,9
Forest & Stream.....	99	14,2
Business	91	13,0
Scientific American	76	12,9
World Traveler	87	12,8
Rotarian	83	12,1
Popular Radio (pg.).....	52	11,7
International Studio	81	11,6
Motor Life	78	11,4
Association Men	56	7,9
Extension Magazine	41	7,0
Outing	34	4,9

CANADIAN MAGAZINES

	Columns	Lines
MacLean's (2 March is.)..	258	45,1
Canadian Home Journal..	151	26,5
Western Home Mo. (Mar.)	126	22,7
Everywoman's World	124	22,2
La Canadienne.....	65	11,4
Rod & Gun in Canada....	73	10,5
Canadian Magazine (pg.)..	46	10,3

MARCH WEEKLIES

	Columns	Lines
March 1-5		
Saturday Evening Post..	336	57,2
Literary Digest	119	18,2
American Weekly	66	18,1
Forbes	49	7,5
Argosy-All-Story (pg.)..	29	6,5
Christian Herald	33	5,7

Columns Lines
61 10,4
58 8,2
46 8,1
32 5,4
20 4,5
20 3,1

CLASS
Columns Lines
03 118,13
77 80,20
55 73,57
18 53,42
00 50,48
4 41,81
0 36,81
6 36,34
0 33,60
3 31,91
2 31,85
3 30,31
0 30,20
25,37
25,13
23,93
23,21
19,49
19,40
17,98
17,17
16,94
14,28
13,03
12,99
12,82
12,10
11,87
11,64
11,41
7,97
7,06
4,94

Lines
45,175
26,588
22,768
22,251
1,415
0,503
0,304

Lines
7,254
3,222
1,191
543
659
707

PHYSICAL CULTURE

more than ever, is appealing to the national publicity advertiser who really wants *results*. PHYSICAL CULTURE has reader attention and reader responsiveness. Its people *believe* in it. It has a definite defined editorial policy that promotes *confidence*. Use it on *your* regular magazine list.

Will be glad to send you "In Other Words" if you'll ask for it. No obligation.

PHYSICAL CULTURE

NEW YORK

CHICAGO BOSTON SAN FRANCISCO LOS ANGELES SEATTLE

	Columns	Lines
Collier's	30	5,211
Outlook	35	5,104
Judge	30	4,428
Life	29	4,223
Independent	26	3,855
American Legion Weekly	26	3,797
Churchman	24	3,414
New Republic	18	2,646
Youth's Companion	12	2,118
Nation	13	1,890

March 6-12

	Columns	Lines
Saturday Evening Post	442	75,224
Literary Digest	133	20,357
American Weekly	61	16,822
Collier's	38	6,608
Forbes'	42	6,505
Outlook	40	5,835
Christian Herald	32	5,583
Nation	36	5,040
Argosy-All-Story (pg.)	21	4,850
Life	31	4,443
American Legion Weekly	26	3,802
Youth's Companion	21	3,660
Independent	23	3,314
Judge	17	2,497
New Republic	13	1,984
Churchman	12	1,813

March 13-19

	Columns	Lines
Saturday Evening Post	442	75,293
American Weekly	74	20,283
Literary Digest	129	19,690
Collier's	44	7,595
Outlook	48	6,925
Independent	43	6,185
Life	29	4,229
Christian Herald	23	3,926
Argosy-All-Story (pg.)	17	3,822
American Legion Weekly	26	3,762
Judge	26	3,755
New Republic	19	2,866
Churchman	19	2,755
Youth's Companion	12	2,117
Nation	13	1,965

March 20-26

	Columns	Lines
Saturday Evening Post	375	63,758
Literary Digest	121	18,400
American Weekly	49	13,311
Collier's	30	5,155
Christian Herald	29	4,982
Outlook	30	4,346
Independent	26	3,777
Life	25	3,639
American Legion Weekly	21	3,097
Argosy-All-Story (pg.)	13	2,927
Judge	17	2,375
Churchman	16	2,283
Youth's Companion	11	2,010
Nation	13	1,957
New Republic	11	1,653

March 27-31

	Columns	Lines
Saturday Evening Post	373	63,499
Literary Digest	94	14,344
Forbes'	68	10,400
Collier's	25	4,344
Life	27	3,800
Independent	25	3,600
Argosy-All-Story (pg.)	13	2,900
American Legion Weekly	15	2,200
Christian Herald	12	2,100
Churchman	15	2,100
Judge	14	2,000
Youth's Companion	9	1,600

Totals for March

	Columns	Lines
Saturday Evening Post	1,970	334,900
Literary Digest	598	90,900
American Weekly	250	68,600
Collier's	170	28,900
Forbes'	160	24,400
Christian Herald	131	22,300
Outlook	155	22,200
Argosy-All-Story (pg.)	94	21,100
Independent	145	20,700
Life	142	20,400
American Legion Weekly	116	16,600
Judge	105	15,000
Woman's Weekly	77	14,000
Churchman	88	12,400
Youth's Companion	67	11,500
Nation	77	10,800
New Republic	62	9,100

RECAPITULATION OF ADVERTISE- ING IN MONTHLY CLASSI- FICATIONS

	Columns	Lines
1 The Spur (2 issues) ..	703	118,156
2 Vogue (2 issues)	687	108,495
3 Ladies' Home Journal ..	558	94,994
4 Harper's Bazar	478	80,452
5 Town & County (2 is.) ..	477	80,285
6 House & Garden	465	73,573
7 Good Housekeeping	496	71,035
8 Pictorial Review	278	55,600
9 Country Life	318	53,424
10 American	367	52,613
11 Woman's Home Comp. ..	300	51,002
12 Motor	300	50,488
13 MacLean's (2 Mch. is.) ..	258	45,175
14 Vanity Fair	264	41,819
15 McCall's	208	41,708
16 Radio News	250	36,818
17 House Beautiful	236	36,346
18 Popular Mechanics (pg.) ..	150	33,600
19 Red Book	226	32,438
20 Field & Stream	223	31,919
21 System	222	31,853
22 Physical Culture	221	31,733
23 Review of Rev. (pg.)	139	31,216
24 Normal Instructor	178	30,315
25 Arts & Decoration	179	30,202

Lines
373 63.4
94 14.3
68 10.1
25 4.3
27 3.8
25 3.6
13 2.9
15 2.2
12 2.1
15 2.1
14 2.0
9 1.6
Lines
70 334.9
98 90.9
50 68.6
70 28.9
50 24.4
31 22.3
15 22.2
14 21.1
5 20.7
2 20.4
6 16.6
5 15.0
7 14.0
8 12.4
11 11.5
10 10.8
9 9.14
VERTICAL
SSI-
Lines
118,156
108,495
94,996
80,432
80,283
73,573
71,035
55,600
53,424
52,613
51,002
50,488
45,173
41,819
41,708
36,818
36,346
33,600
32,438
31,919
31,853
31,733
31,216
30,315
30,202

Someone has well said that "plays may be written, but successful plays are never written, they are re-written."

Just so CURRENT OPINION is not edited, it is re-edited, from a thousand and one publications, newspapers, periodicals, addresses—what not? Each chosen article has already passed through the editorial crucible, and now it is plucked clean of every remaining superfluous bit of verbiage, filed and sharpened and polished off to produce for our busy readers a maximum of enjoyment and a maximum of information in a minimum of time.

Root Out the Opium Poppy

In this brief editorial appearing in the April issue, condensed into a few hundred words, are the facts about the drug traffic. They were gathered from a mass of material, most of which was dull and tiresome reading.

Here is the gist of the matter presented in such form that it can be read with pleasure and retained by the most casual reader.

We believe that anyone who has read this Current Opinion Editorial can discuss the opium drug traffic intelligently with the best informed man in his circle of acquaintances.

CURRENT OPINION

RAYMOND A. BABCOCK
Advertising Manager

50 West 47th Street
NEW YORK

105 West Monroe Street
CHICAGO

"PRINTERS' INK'S" FOUR-YEAR RECORD OF APRIL ADVERTISING

GENERAL MAGAZINES

	1923	1922	1921	1920	Totals
American	52,332	36,054	39,876	77,087	205,349
MacLean's (2 Mar. issues).....	45,175	33,612	37,609	56,341	172,737
Red Book	32,438	29,086	29,641	43,598	134,763
Review of Reviews.....	31,216	28,688	32,704	38,024	130,632
World's Work	27,776	24,603	27,776	37,768	117,923
Cosmopolitan	28,519	21,508	20,663	45,689	116,379
Physical Culture	31,733	30,983	25,513	25,017	113,246
Atlantic Monthly	27,463	24,394	24,333	31,421	107,611
Harper's	25,229	21,312	25,116	31,080	102,737
Scribner's	21,784	16,128	23,016	30,565	91,493
Sunset	16,846	13,790	21,365	33,502	85,503
Photoplay	21,820	19,950	15,454	23,789	81,011
American Boy	18,872	14,793	15,200	31,466	80,331
Century	16,716	11,858	16,828	24,482	69,884
Metropolitan	*13,407	*11,434	16,271	24,844	65,956
McClure's	*9,948	*5,492	15,073	33,588	64,101
Hearst's International	*12,541	13,443	11,464	23,643	61,091
Boys' Life	9,516	11,096	10,370	17,665	48,647
Motion Picture Magazine.....	16,456	14,349	13,156	x	43,961
St. Nicholas	7,937	8,540	9,156	11,553	37,186
Current Opinion	14,524	7,417	6,776	3,093	31,810
Everybody's	*4,189	*3,058	5,174	15,689	28,110
Boys' Magazine	4,790	5,914	5,665	8,708	25,077
Munsey's	4,298	2,898	6,804	8,638	22,638

*New size. x Issue omitted. 495,525 410,400 455,003 677,250 2,038,178
 †Three-year total.

WOMEN'S MAGAZINES

Vogue (2 issues).....	108,495	88,775	83,796	162,027	443,093
Ladies' Home Journal.....	*94,996	*79,954	*65,906	105,800	346,656
Harper's Bazar	80,452	60,185	46,774	91,182	278,593
Good Housekeeping	71,035	50,686	47,498	71,419	240,638
Pictorial Review	55,600	32,768	38,790	88,570	215,728
Woman's Home Companion...	*51,002	*39,550	45,600	68,933	205,085
Delineator	*29,682	*28,598	*34,865	68,487	161,632
†Designer & Woman's Mag...	*24,948	*23,513	*26,952	51,933	127,346
McCall's	41,708	24,962	20,902	32,071	119,643
Modern Priscilla	21,544	20,860	15,810	22,512	80,726
People's Home Journal.....	*17,810	*13,000	*14,035	24,780	69,625
Woman's World	18,021	14,239	11,950	17,020	61,230
People's Popular Monthly.....	13,979	11,015	10,071	12,435	47,500
Needlecraft	*10,455	*10,923	*8,627	13,359	43,364
Mother's Magazine	*8,174	*3,965	10,820	17,340	40,299
Today's Housewife	5,449	7,581	5,571	9,557	28,158

*New size. †Two magazines now combined. 653,350 510,574 487,967 857,425 2,509,316

CLASS MAGAZINES

Town & Country.....	180,285	163,339	167,005	114,330	324,959
House & Garden.....	73,573	62,464	43,329	49,057	228,423
Country Life	53,424	48,856	48,216	65,184	215,680
Vanity Fair	41,819	38,502	26,963	57,354	164,638
System	31,853	29,438	34,471	61,163	156,925
Popular Mechanics	33,600	34,888	37,520	50,708	156,716
House Beautiful	36,346	29,102	20,690	26,291	112,429
Field & Stream.....	31,919	25,682	23,023	25,518	106,142
Popular Science Monthly.....	25,371	18,612	15,948	30,495	90,426
Outers' Recreation	25,132	17,683	18,379	20,510	81,904
Nation's Business	23,938	13,533	16,464	26,901	80,836
Theatre	*19,406	*13,746	*18,300	25,746	77,198
Scientific American	*12,999	*7,944	x 17,407	37,916	76,266
National Sportsman	19,492	15,562	14,667	15,635	65,356
Outdoor Life	17,178	15,489	12,321	9,669	54,657
Forest & Stream.....	14,282	10,753	6,021	10,748	41,804
Outing	4,946	5,271	5,438	10,084	25,739

*New size. †2 issues. 545,563 450,864 426,362 637,309 2,060,098
 ‡3 weekly issues. § weekly issues. x 5 weekly issues.

WEEKLIES (5 March Issues)

Saturday Evening Post.....	334,987	*205,661	*204,857	*315,045	1,060,550
Literary Digest	90,985	*64,292	*85,210	*179,765	420,251
American Weekly	68,607	*61,604	*43,648	*38,471	212,330
Collier's	28,949	*15,007	*27,819	*89,941	161,716
Outlook	22,210	27,983	27,569	*37,286	115,048
Christian Herald	22,354	*22,614	*18,135	*41,877	104,980
Life	20,402	15,643	19,754	*30,715	86,514
Judge	15,093	*3,451	*8,817	19,404	36,765

†Three issues. *Four issues. 603,586 461,255 435,809 742,504 2,198,154

GRAND TOTALS.....2,298,024 1,788,093 1,805,141 2,914,488 8,805,746

D OF

Totals
205,34
172,73
134,76
130,63
117,92
116,37
113,24
107,61
102,73
91,49
85,50
81,01
80,33
69,84
65,95
64,10
61,09
48,64
43,96
37,18
31,81
28,11
25,07
22,63
2,038,178
443,093
346,656
278,593
240,638
215,728
205,085
161,632
127,346
119,643
80,726
69,625
61,230
47,500
43,364
40,299
28,158
509,316
324,959
228,423
215,680
164,638
156,925
156,716
112,429
106,142
90,426
81,904
80,836
77,198
76,266
65,356
54,657
41,804
25,739
50,098
60,550
40,251
2,330
1,716
5,048
4,980
6,514
6,765
8,154
5,746

Living in One's Own Generation

Nearly seven eventful decades stretch between the first number of THE ATLANTIC MONTHLY and the copy you read today, yet THE ATLANTIC of each successive decade has lived in its own time.

Harriet Beecher Stowe's "Battle Hymn of the Republic" first saw light on Page One of the February 1863 ATLANTIC, and Edward Everett Hale's classic "The Man Without a Country" appeared shortly after. The "Giant in the Spiked Helmet" reads like a title of world war days, yet it headed an article appearing in the issue of April 1871 and is not without bearing on the present situation.

Theodore Roosevelt, in an address delivered in 1917, said: "I wish that all of you here would read an article by a French publicist, Andre Cheradame, in THE ATLANTIC MONTHLY of this month. Read what he says on the need of radical treatment of the Austro-Hungarian and Balkan and Asiatic situation."

President Wilson said: "Seibold, you must read it." He referred to "Uncle Sam of Freedom Ridge," one of the most widely circulated stories that appeared in war time.

As from the beginning to the forecast of the May issue, THE ATLANTIC has mirrored whatever has most vitally concerned the life of the nation and its thinking citizens through over two generations.

The Little Schoolmaster's Classroom

A DRUGGIST in Columbus, O., as told to the Schoolmaster by a representative of Colgate & Co., of New York, devised a plan whereby he was able to get his name into the advertisements of a number of national advertisers. And the way of it was as follows:

This druggist has a periodical department in his store in which he carries for sale a large stock of current magazines. Being himself an extensive reader of weekly and monthly publications, he came to be impressed, after much observation, with the amount of advertising constantly appearing in these publications for many articles of merchandise carried in his store. Inasmuch as his magazine custom was extensive, he decided to cash in on this advertising.

* * *

He had a rubber stamp made reading, "Harrington Has It," and this he turned over to one of his clerks with directions to go through the advertisements in the magazines, whenever time permitted, and stamp the phrase, "Harrington Has It," on every advertisement of a product that the store carried regularly in stock. The cost of the rubber stamp and the time taken to go through the various periodicals, constitutes a service to the manufacturers of the advertised merchandise, to the consumers who are advised where they may procure it, while it pays a dividend in increased sales to the merchant who had the foresight to work out the plan.

Just one point occurs to the Schoolmaster in connection with the foregoing suggestion. Many companies whose advertisements appear in national publications may not be inclined to regard the action of the dealer with the complicity shown by the Colgate company. In other words, they may feel that the use of a rubber stamp in or near their advertise-

ment does not add to its beauty or selling efficiency, even when the purchaser of the magazine raises no objection on the score of having his property stamped up by the newsdealer. The publisher of the periodical, moreover, may have something to say inasmuch as he sells the magazine space to the advertiser and agrees to print that space in a particular way. Two or three publishers with whom the Schoolmaster talked suggested an alternative thing for the enterprising dealer to do, namely, print or typewrite a slip of paper having a list of page numbers under a caption such as the following: "The products advertised on the following pages of this magazine are regularly carried in stock by us." Such a slip of paper, printed with the name and address of the dealer, would make a handy bookmark for the purchaser of the magazine.

* * *

"I have found a novel method of keeping our local salesmen out and going," observed a sales manager to the Schoolmaster, "and, believe it or not, this business of making the boys 'hit the grit' is not an easy one. There is a tendency to 'hang around the office.'"

"Salesmen like their desks rather well. Inclement weather causes them to seek shelter. They attack imaginary letters and do a great deal of unimportant telephoning when they should be making calls. The office hanger-on is a waster of opportunity. The only way to get orders, so far as I have been able to discover, is to go out after them. They seldom come to the salesman."

"And so I began a new-style Time Chart."

"On it, I write out, each day, the amount of time each salesman spends IN the office—not outside of it."

"There is a special time-keeper for this purpose. He watches



They'll surely read and keep YOUR house organ

THIS is a suggestion to advertising men who realize that they must put real merit into their house organs before they can get good results out of them.

Try Foldwell Coated Paper for one issue. There will be a little difference in cost to be sure. But you can depend upon it that this difference will be evident in the finished work.

For with its exquisite printing surface Foldwell combines a rugged body of long, strong fibres which gives it the strength to remain *beautifully fresh* in the pressroom, in the mails and in your readers' hands.

If you want definite proof of this Foldwell quality send for a free copy of "40 Vital Messages" which shows how beautifully Foldwell measures up under actual test.

Folding Coated Book Folding Coated Cover Folding Coated Writing

CHICAGO PAPER COMPANY, Manufacturers
Desk 4,810 So. Wells St., Chicago *Nationally Distributed*

Foldwell

FOR ALL KINDS OF FINE PRINTING

LUMBERMEN

offer power plant equipment and mill accessory firms; building material and truck manufacturers a big sales field. For surveys ask

American Lumberman

Est. 1873

CHICAGO

The AMERICAN RESTAURANT

The Magazine For Eating Places

It tells its own story—have you a copy?

123 W. Madison St.

Chicago

Proprietary Medicine

Manufacturers large and small all read and rely on the trade paper of their industry.

"Standard Remedies"

(440 South Dearborn, Chicago)

Chain Store Lists

Authentic lists of chain stores in all fields, giving name of parent company, address of buying headquarters, number of stores operated, and principal lines of merchandise carried. Write for descriptive folder.

KELLOGG PUBLISHING COMPANY
146 Bridge Street, Springfield, Mass.



This emblem is your Protection

Buy your Paper-weights, Knives, Diaries, Calendars and Signs from Association Members. Consult the Products Information Department
ADVERTISING SPECIALTY ASSOCIATION
208 South La Salle Street, Chicago



Mailing Lists

Will help you increase sales

Send for FREE catalog showing details covering names of your best prospective customers. Counts and prices are given on thousands of different Mailing Lists.

99% GUARANTEED 5c each by refund of

Ross-Gould Co. 547 N. 10th Street St. Louis

every man and jots down, on each occasion, the exact number of minutes he is in the shop.

"Of course, we all know that he must bring in his orders; he must be inside some of the time. But you would be surprised what we found out at the end of the first week's summing up. Some of those boys were in the office a full quarter of the time.

"The chart is in open view, and salesmen have grown to be ashamed of bad showings. The list grows slimmer every hour."

* * *

"What do you think of the practice of enclosing envelopes stamped or unstamped, in letters of solicitation," a manufacturer asks the Schoolmaster. "Is it your opinion that by doing so the prestige of a house is lowered? Our critics contend it is not in keeping with a company of our standing to enclose return envelopes in our sales letters, and I should like your opinion on the subject."

Both from the ethical and practical standpoints the plan of encouraging replies to sales correspondence by enclosing return envelopes, particularly stamped envelopes, should not be indulged in promiscuously. When one is asking a favor, such as requesting information, it is quite proper to enclose a stamped, addressed envelope with the inquiry. That is no more than simple courtesy.

But with sales correspondence the practice is open to debate. It is almost a physical impossibility for an executive to reply to all the letters of sales solicitation he receives daily. Moreover, even though there were time to do so, recipients are not generally inclined to respond to all such communications nor do they feel an-



Now Ready!

Proof sheet of comic sport cuts for house organs, booklets, folders, write for copy

Studios, Box 671.
Kalamazoo, Mich.

Why Publishers, Printers or Manufacturers Should Locate in Paterson, N. J.

Forty-seven minutes from New York by Erie Railroad.
 Paterson to Fort Lee Ferry by motor truck in about 45 minutes.
 Mills within five minutes' walk of Erie Depot (Main Station).
 Service of three railroads.
 About 100,000 square feet for rent at Paterson, N. J.
 Will furnish space, power, light and heat, or space and heat only.
 Buildings modern in every detail.
 Equipped throughout with sprinkler system.
 Insurance rates very low (Mill Mutuals).

Investigate at once.

THE WILLIAM STRANGE COMPANY,
 Madison Street, Paterson, N. J.
 Phone, Lambert 8073

New York Office, 17 Battery Place Phone, Whitehall 1412
 A. B. Strange, President

THE SIG-NO-GRAPH

is an electric-lighted window billboard, 18x24 inches, with your ad reproduced in colors and through a scientific lighting arrangement several thousand vivid color combinations flash your message to the public from your dealers' windows. It advertises your name and products. It creates sales—for you and your dealers. It is a mobile sales-force. It cements your general advertising and your dealers' cash registers. It costs from 10c to 15c a day. Its value is proved by its users—prominent national and local advertisers. Send for complete details.

THE SIG-NO-GRAPH CO., 1400 S. Michigan Ave., Chicago, Ill.

ady/
 of comic
 uts for
 ns booklets
 te for copy
 ex 671.
 Mich.

SALES MANAGER

Successful Sales Manager desires to make a change.

This man has been handling the sales of a large industrial corporation. Salary, \$15,000.

Address

L. C. POWERS

Advertising and Sales Counsel

42 Weybossett Street

Providence, R. I.

Sales and Advertising Manager Available April 15th

A constructive thinker with clear vision capable of fitting the advertising to the sales plan, yet big enough to listen to suggestions and know the advertising agent is an important factor. Address

**"E. D.," Box 144, Care of
Printers' Ink**

Assistant Advertising Manager

Desires a Change

Specializing newspaper Furniture advertising, both copy and drawings. Experienced in all the mechanical details, layout, type, etc. Responsible, energetic and loyal. Address **"W. S.," Box 140, care of
Printers' Ink.**

swers are always necessary. when the sender encloses stamped envelope he is endeavoring, in unmistakable fashion, to force the recipient's hand and is rarely good business policy. do not like to be forced to do a thing. We are not accustomed being ordered around, and stamped return envelope frequently creates that impression. unstamped return envelope is likely to have the same effect.

However, the Schoolmaster has no intentions of condemning the idea in its entirety. What he does wish to convey is that the return envelope should be used with a fine sense of discrimination. Continual experimentation is needed to arrive at a letter policy and stamped or unstamped return envelope plan is deserving of at least a try-out.

No doubt many members of the Classroom have had personal experiences with return envelopes and the Schoolmaster would like to have them stand up and relate their stories.

* * *

With a view to encouraging Japanese trade, two Seattle companies, Charles H. Lilly & Company, a seed house, and O. Williams & Company, a mill work firm, have been advertising in papers published in the Japanese language. Results were seen almost at once in an increase in the number of Japanese visiting the retail stores, and there were some mail orders, but on the whole the returns were disappointing. Finally, one of the salesmen had an idea. This is what he said:

"These Japs come in and stand around and look at the stock and then wander out, and I think the trouble is that they are diffident and, if we are busy, we don't always find time to go up to a Jap and ask him what he wants, but instead we devote our attention to white customers who have come

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

necessary. "some definite thing and ask
encloses it. Let's run the name of a
e is endeavoring to be a salesman in the advertising."
e fashion. The Charles H. Lilly company
hand and the plan first, advising the
ss policy. respective Japanese customers to
ed to do ask for Joe Bohl." More re-
accustomed ally the O. B. Williams com-
nd, and day, which has been making a
ope frequen live for hot bed sash business,
ession, the Japs to "ask for Harry
elope is in monson."

* * *

effect. In each case, the salesman was
olmaster advised in advance of the plan
denning what was followed and was given
What he de understand that this Japanese
the re business was desirable and should
used with cultivated, and the salesman
ation, Co. no was called for by name gave
is need particular attention to the Japa-
policy and ese who made inquiry for him.
return of It has been found that, once
g of at leas eased by service rendered by a
bers of particular salesman, the Japanese
personal and others of their countrymen
envelope this particular store and sales-
would li man. Incidentally, the use of the
and rela lesman's name in the advertise-
ment enables the store to keep an
accurate record of results, since
all inquiries for a salesman by
ame must indicate either direct
& Company indirect returns from the paper
nd O. which the name was used.

The Schoolmaster is of the
advertising opinion that this plan is worth try-
ing in advertising in other for-
e Japanese eign-language papers.

A remunerative opportunity for
ambition that is trained.

A sound training in a school
of high standing.

Write for the free prospectus
of Advertising and Selling to
Instructor in

Advertising and Selling
Bryant & Stratton College
Buffalo, New York

Photo Retouchers

who can handle high-grade work
only. Fine working conditions
in a modern New York building
with an established firm. State
particulars in letter.

"C. A.," Box 120, care of Printers' Ink

Attention, Mr. Salesmanager I Want a Job

Here is a trained executive who has
the good fortune to also be a good
single-handed salesman, and is will-
ing to work as either. He is a good
man and a safe bet. Well balanced,
forceful, honest and responsible, and
realizing one cannot earn more than
one produces. Eight years on present
job, from bottom to the top.

I want permanent southern California
territory where my knowledge of ter-
ritory and conditions is valuable,
either as branch manager or sales-
man of a worth-while product or
service.

Absolute confidence given replies.
Address Fred Hayes, 1054 65th E.,
Inglewood, Cal.

Talk to the Jewish Food Dealer

in the way he understands you best.

If you are running a campaign for food products, have a heart-to-
heart talk with your salesman, the food dealer.

Advertise in the only weekly trade publication of its kind in the U. S.
devoted exclusively to the Jewish Grocery, Delicatessen and Restaurant
trades printed in Yiddish and English.

THE FOOD MAGAZINE

Trade Mark Applied For

132 Nassau St., N. Y. C.

Tel. Beekman 4660

The "CLASSIFIED" Clearing House

NEW YORK - ARKENBERG SPECIAL AGENCY - CHICAGO
REPRESENTING 500 NEWSPAPERS WRITE FOR BOOKLET

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

ASK FOR 25th ANNIVERSARY
Harris-Dibble Company Bulletin of
Publishing Properties, 297 Madison
Avenue, New York.

Central Illinois Broker seeks direct mill
or mfr.'s acct. J. L. Reeder, Peoria, Ill.

LOS ANGELES REPRESENTATIVE
Newspapers, magazines and trade journals,
desirous of representation in Southern
California. Victor H. Levey, 522
Hearst Bldg., Chicago.

SEA FOAM STOCK FOR SALE
New York—31 reams De & Se Sea
Foam tint, 37x49—153, below market
price. R. P., Box 102, Madison Square
Station, New York.

Desire associate; excellent advertising
and publication proposition. Drug line
experience preferred. No capital or investment
to worry about. Only publication
of this kind. Box 664, P. I.

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

FOR SALE

Second-hand Multicolor Press—
No Type
Box 643, Printers' Ink

CAPITAL WANTED—National
Publication requires additional
capital to develop its possibilities.
Box 641, Printers' Ink.

IF you want to increase your business
in the country or to know more
about the world's greatest market, ask
for free copy of **FARM MARKET**
SAYINGS. Frank B. White, Agricultural
Advertisers' Service, 76 West
Monroe Street, Chicago, Illinois.

PUBLISHER of an unique monthly
periodical of unusual appeal to all
types of people with no present competition
desires to turn over subscription
and business building departments
to a reputable firm on generous commission
basis. Address Box 654, care
of Printers' Ink.

PERIODICALS, HOUSE ORGAN
CATALOGS, etc.—First-class work;
service; prices reasonable. Doing printing
of this nature but can take on more
City advantages, country prices. 67
from N. Y. Stryker Press, Washington
N. J. Phone 100.

AN UNUSUAL OPPORTUNITY

Publisher technical journal in reorganizing
for the purpose of expansion has
openings for editor and advertising manager
who can make substantial investments
and thereby become directors of
corporation. Box 655, Printers' Ink.

There is a printer out of town—
hour from Penn. Station—equipped to
handle house magazines, catalogues,
direct-by-mail advertising, etc., in New
York style without the City overhead.
Close co-operation, auto delivery. Glen
Cove Press, Inc., Glen Cove, L.
Tel. 498.

A Monthly Trade Journal

Age and illness cause
owner to desire to sell an
old, well established Business
paper. Gross business
will average well
above \$120,000 for five
year period. A. B. C. circulation.
Has paid dividends for period of years
until recent advertising slump.

Price and terms will be
very reasonable. Should
interest some party familiar
with automotive field.
Address "B. O.," Box 661,
care of Printers' Ink.

HELP WANTED

WANTED—COMMERCIAL ARTISTS
Teachers, Designers and Figure Artists.
Permanent position for experienced men.
Shaw & Marchant Co., Advertisers
Bldg., Dayton, Ohio.

WANTED

Experienced woman to take charge of
description department of publication.
It necessary to know stenography.
Box 656, Printers' Ink

WANTED—Advertising representative
for magazine leading its field. A.B.C.
regulation. Character and education
required. Large income and future for
part party. Box 659, Printers' Ink.

Advertising Solicitor Wanted—Thor-
oughly familiar with corset trade, to
represent leading trade paper in New
York market. State experience and sal-
ary expected. Box 649, Printers' Ink.

Advertising Solicitor Wanted—Thor-
oughly familiar with millinery trade, to
represent leading trade paper in the New
York market. State experience and sal-
ary expected. Box 652, Printers' Ink.

Advertising Solicitor Wanted—Thor-
oughly familiar with infants' and chil-
dren's wear trade, to represent leading
trade paper in the New York market.
State experience and salary expected.
Box 650, Printers' Ink.

Advertising Solicitor Wanted—Thor-
oughly familiar with ladies' hosiery and
underwear trade, to represent leading
trade paper in the New York market.
State experience and salary expected.
Box 651, Printers' Ink.

Eastern Sales Representative—

If you can sell one manufacturer a week
\$1,500 national sales service you can
earn \$12,000 a year above expenses.
Established 4 years. Steady clients west
of Buffalo. Ready to serve the East.
No competition. Straight commission
only. Write B. P. Mast, Hotel Commo-
dore, New York.

Know of an opening in a small town
in Ohio for an advertising man. This is
with a progressive concern manufactur-
ing machinery and equipment that is used
in various industries. They use trade
and technical papers and get out attrac-
tive direct-mail literature. I would con-
sider it an excellent opportunity for a
young man. Tell me what you have
done so far, and I will gladly give you
details. David B. Gibson, Old Colony
Building, Chicago, Illinois.

Business Paper Advertising Salesman

Wanted for Eastern Territory—A space
salesman with experience in selling
Eastern building-material accounts has
an opportunity to establish himself with
a fast-growing business magazine serving
a great profession. We will pay \$250 a
month to start and will increase this in
direct proportion to the business signed.
Salary should be doubled during the
first year. Give complete details of
experience in first letter. Box 653, P. I.

WANTED—Experienced manager
for printing plant producing tech-
nical books and magazines. Apply
Box 647, Printers' Ink.

Advertising Solicitor wanted by business
paper devoted to men's apparel industry.
One who will do all his talking to
prospective clients. A moderate drawing
account will be paid. Other men have
proven that go-getters can write their
own salary checks by a combination of
hard work and a liberal commission.
Give full business experience when ap-
plying. Box 657, Printers' Ink.

**EXPERIENCED COMMERCIAL
ARTIST**

who will come to Pittsburgh to work.
One who is versatile in wash and line
techniques and can do some lettering.
Write to Pitt Studios, Park Bldg., Pitts-
burgh, Pa., Attention Mr. W. L. Mc-
Quillan. Send samples of work, which
will receive careful attention and be
returned.

We want a man, preferably one who is
now selling advertising, or merchandise,
managers of department stores through-
out the country, to take a side line on a
commission basis. Earnings of over
\$4,500 annually are not unusual under
our liberal commission plan. What we
have to offer is a service that is now
being used by over 1,000 department
stores and is the most successful of its
kind ever attempted. Box 644, P. I.

Wanted—A first-class man, 35 to 45
years and married, as assistant business
manager, in charge of advertising. Must
be of Norwegian descent and know Nor-
wegian American conditions in North-
west, as we publish a Norwegian language
newspaper (The Decorah Posten, 43,500
circulation) besides doing commercial
printing. Applicant must have had some
technical experience as country weekly
or daily publisher, and must be expe-
rienced in general office work and super-
vision. Give experience in detail, recom-
mendations and state salary expected. A
good opportunity for the right man.
R. B. Bergeson, V. Pres., The Anundsen
Publishing Co., Decorah, Iowa.

Poster Designer

Capable of producing highest grade
designs for large poster reproduc-
tion. This is an excellent opening
for artist who can combine good
drawing with effective color treat-
ment. Write full particulars and
if possible submit samples of your
work. Personal interviews will be
arranged.

THE DONALDSON LITHO-
GRAPHING CO.

NEWPORT Opposite KENTUCKY
Cincinnati

Sales and Advertising Assistant desired in department of Brooklyn, N. Y., manufacturer of well-known paper specialty products. One who can handle correspondence and is thoroughly familiar with preparing direct-by-mail and trade literature. State age, experience and salary expected in letter, to secure interview. Box 660, Printers' Ink.

Printing Salesman Wanted

There is a splendid opportunity for a live wire, one with a following and experience with rotogravure printing, although not essential, to connect himself with a wideawake, progressive concern.

A rare opportunity for a salesman who can qualify.

Please give complete qualifications. Address Box 675, Printers' Ink.

SALESMEN

The leading organization of its kind in the country is looking for several field representatives for open territories to sell advertising services to retail drug stores. These men must know the drug store, its ways of merchandising, advertising, dressing windows, etc. It may be that the men wanted are now or have been in the past advertising managers or window display men in some of the leading drug stores or other retail stores. For such men we can offer excellent opportunities.

Write, giving complete information regarding past experiences, capabilities, character and integrity, all of which information will bear closest investigation. Box 646, Printers' Ink.

POSITIONS WANTED

11 Years' Experience—Age 27, executive, expert systematizer, sales letters, merchandising ideas, copy, media, research. Have done EVERYTHING. Aggressive, loyal. Box 663, Printers' Ink.

AUTOMOTIVE COPY WRITER

Forceful writer of "selling" automotive copy, wants connection with agency or maker of parts or accessories. Send for convincing copy samples. Box 671, P. I.

Free-Lance Lettering

design and layout artist wishes position. Will consider part time or space in first-class agency. Box 666, Printers' Ink

DIRECT-BY-MAIL ADVERTISING MAN

available NOW. Box 673, Printers' Ink.

APPAREL and LUXURY ACCOUNTS are this COPY WRITER'S specialty.

Now employed as service manager, he seeks position where more specialization is possible. 5 years' broad exp., 27, married, university man. Box 665, P. I.

MAN, 30, married, eight years' experience with present employer (text). Copy, cuts, layouts. Desires change East. Working hard to get a Salary \$60 week. Address Box 674, Printers' Ink.

Secretary-Stenographer—Young woman expert stenographer, correspondent, sires position. Four years' experience with two employers—advertising. Absolutely reliable. Available immediately. Box 674, Printers' Ink.

Sales Promotion Executive—Four years' experience as mail sales executive. Trained correspondent and writer of sales literature. Thorough education. Interview will pay live sales manager needing capable, conscientious assistant. Box 675, Printers' Ink.

BRAINS PLUS EXPERIENCE

for sale. Formerly Asst. Adv. M. with national advertiser; copy, idea, promotion plan and research man in agency. Age 26, Christian. Apply common sense to advertising. Box 676, Printers' Ink.

BECAUSE I am not employed to full capacity in my present position am seeking another in which a genuine talent for forceful and convincing writing, an experience in advertising, publishing and journalism that is both broad and full, can find scope. Age 28, salary moderate. Box 677, Printers' Ink.

EDITORIAL WRITER

A strong, conservative editorial writer wants position on progressive Republican or independent daily or weekly. Is married, and has 15 years' experience the last four years in Washington, D. C. Can make your editorial page a power. Excellent references. Geo. D. Beason, 906 W. 5th St., Charlotte, N. C.

Sales-Advertising Manager

Has sold by personal contact, by mail and prepared much effective advertising. Marketed a product through a channel other than that recognized as the only one, and did it successfully. Now employed. Age 34, Married.

Box 678, Printers' Ink

\$5,000 Printing Salesman

Available May 1st for a real opening with New York commercial house offering Service and Quality. Address Box 645, care of Printers' Ink.

Why not become

the fractional boss of an advertising man of rare ability, and let others employ him between-times? That will pay you better than mediocre talent on full time. Remember that the cost of space or printing remains the same no matter how cheap or poor the creative work may have been—and the cost-per-result soars. Think it over. I can work at your office, if near New York, or at my workshop. Box 658, Printers' Ink.

WE CONNECT THE WIRES

FEATHER DUSTER, or a club; smooth persuasion, or forceful advertising—our No. 12-B is adept in all means of stimulating dealer sales. He can deliver, sift, plan and execute. His gamut runs from jewelry lines to heavy machinery. Just over 30, getting \$4,000; not obliged to move on, but wants Eastern connection. Who wires first?

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

YOUNG MAN seeks position with well-established manufacturer, agency or service department; has assisted advertising manager; knows trade-journal details; likes copy writing; stenographer; Christian. 25. Box 667, Printers' Ink.

SMALL NEW YORK AGENCIES!!! I must part with Mr. B, my "plan and idea" associate. Keen merchandiser—from food to fashions. Enthusiastic, tireless, loyal. Let me give you complete story. Box 668, Printers' Ink.

HIGH-CLASS ARTIST

Commercial illustrator and decorator with original modern ideas and thorough advertising experience. Works in any medium in color or black and white. Wishes position with firm doing high-class work. Box 672, P. I.

"BUNK"

doesn't get you anywhere, so this is straight. Where can I help put things on the map? I'm a versatile advertising man, 26, with successful selling and writing experience and I'm seeking a real, red-blooded connection. Box 670, Printers' Ink.

Business Paper Executive

Somewhere in Chicago there is a publisher who requires the services of a "hard-hitting" young executive who has had three years of valuable experience in advertising and circulation departments of business papers.

He is looking for a permanent connection with a live, progressive paper. Now employed. College man, 24 years old, single. Address Box 648, P. I.

Customers Increased 50%

In present position I increased customers over 50% in 1922. One series sales letters helped sell \$6,000 machinery at advertising cost of 1%. In a former connection I prepared highly successful form letter system. Also directed national advertising campaign. Selling experience. One year agency. Nine years' varied promotional training. University education. Age 31. For convincing proofs of results write Box 669, care of Printers' Ink.

STATEMENT OF THE OWNER-SHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of PRINTERS' INK, published weekly at New York, N. Y., for April 1, 1923.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss.:

Before me, a Notary Public in and for the State and county aforesaid, personally appeared John Irving Romer, who, having been duly sworn according to law, deposes and says that he is the editor of PRINTERS' INK and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Printers' Ink Publishing Co., 185 Madison Ave., New York, N. Y.; Editor, John Irving Romer, 185 Madison Ave., New York, N. Y.; Managing Editor, R. W. Palmer, 185 Madison Ave., New York, N. Y.; Business Manager, David Marcus, 185 Madison Ave., New York, N. Y.

2. That the owners are: Printers' Ink Publishing Co., 185 Madison Ave., New York, N. Y.; John Irving Romer, 185 Madison Ave., New York, N. Y.; K. N. Romer, 185 Madison Ave., New York, N. Y.; Richard W. Lawrence, 185 Madison Ave., New York, N. Y.; R. E. Lawrence, 185 Madison Ave., New York, N. Y.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

JOHN IRVING ROMER, Editor.

Sworn to and subscribed before me this 28th day of March, 1923.

GEORGE MORS.

(My commission expires March 30, 1924.)

Table of Contents

NEW YORK, April 12, 1923

Where to Look for New Talking Points for Your Merchandise.....	
	<i>Roland Cole</i>
An Eighty-Year-Old Manufacturing Company Adopts Advertising.....	1
	<i>Roy Dickinson</i>
Analyzing the High Cost Out of Ocean Travel.....	1
	<i>James True</i>
Stopping Advertising During Dog Days an Excuse for Salesmen to Stop Work, Too.....	2
When a Corporate Title Might Deceive the Public.....	2
A Part National Advertising Plays in Maintaining Public Health.....	3
	<i>Robert Emmett Spline</i>
What Is the Best Way to Announce an Advertising Campaign to the Trade?.....	4
	<i>John Allen Murphy</i>
Advertising Whole Milk, to Sell Evaporated Milk.....	4
Putting a Personality behind the Advertising.....	5
	<i>W. Livingston Larned</i>
When Customers Suggest New Designs for the Product.....	6
Can a Trade-Mark Be Sustained If Owner Doesn't Use It?.....	7
Finding a Copy Transmitter in a Mythical Organization.....	7
	<i>W. B. Edwards</i>
Advertising the Business of Your Customers.....	8
When Selling Can Be Simplified by Use of a Standard Unit.....	9
	<i>Carl W. Dipman</i>
When Advertising Pressure on One Item Sells Whole List.....	10
	<i>G. A. Nichols</i>
Cultivating Unsuspected Markets.....	11
	<i>W. H. Heath</i>
A Bank Combines the Institutional and Selling Appeals.....	12
Direct-Mail Advertising That Architects Frame.....	12
Early Filing of Trade-Mark of Advantage.....	13
What the Exclusive Agency Contract Should Cover.....	13
Opening a Closed Market with a New Product.....	15
	<i>August Belden</i>
Letters That Open Doors for Salesmen.....	16
	<i>S. Roland Hall</i>
Editorials	19
Railroads Spending \$1,500,000,000—Good-Will and the Balance Sheet—	
Long Letters That Are Too Short—Bulk Goods Can Be Advertised.	
Summary of Advertising in Magazines for April.....	19
"Printers' Ink's" Four-Year Record of April Advertising.....	20
The Little Schoolmaster's Classroom.....	20

Speaking of Markets



Outdoor Advertising takes first place in individual market development.

It does so because it takes the guess out of a market's limitation or extent by putting the advertiser's message into every town and city a market contains.

These days we hear a great deal about the Chicago market, the New York market, the St. Louis market and numerous other markets.

A market so referred to usually means the particular city mentioned plus what circulation can be "picked up" out of town.

But the completeness with which Outdoor Advertising can comprehend any market is measured in its unusual capacity to reach into every community, appealing to *population* and not alone to circulation.

In considering any market you will be surprised at the small outlay required to cultivate it intensively with

OUTDOOR ADVERTISING



*Branches in 48 Cities Operating in and
Representing 9,000 Cities and Towns*

CHICAGO
Harrison, Loomis &
Congress Sts.

NEW YORK
Broadway, Fifth Ave.
at 25th Street

An achievement worthy of the world's greatest advertising medium



THE Tribune is more important as a financial medium than all other Chicago papers combined. It is read by practically every banker within two hundred miles of Chicago and by an overwhelming majority of the large investors not only of Chicago, but of Illinois, Indiana, Iowa, Michigan and Wisconsin.

Because of its unique combination of high quality circulation and tremendous mass circulation, The Tribune carried in 1922 practically as much lineage as the next four papers and far more Millines of financial advertising than all the other papers put together. The second paper carried only one-third as much in agate lines and one-fourth as much in Millines. Chicago bond houses which check results uniformly spend more than half of their appropriations in The Tribune.

There is a big lesson in these facts for every advertiser who wants to reach buying power.

During 1922 The Tribune printed more Millines of advertising than any other publication on earth.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Send \$2.00 to the Business Survey, 1711 Tribune Building, Chicago, for "The WGN," a 300-page book fully describing and illustrating this extraordinary newspaper.